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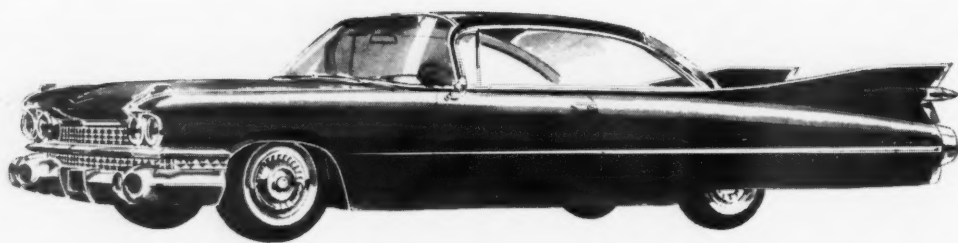
Dallas

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MARCH • 1959

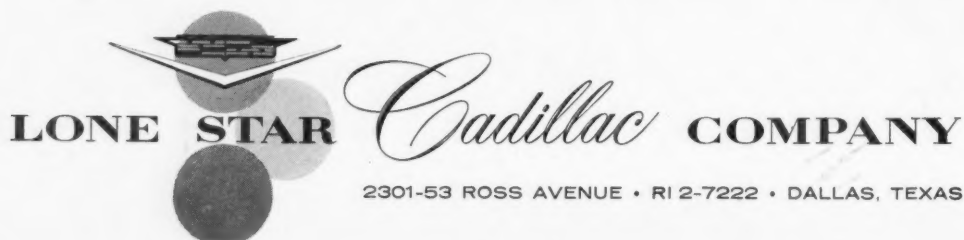


ADVERTISING AND GRAPHIC ARTS

*Twenty-five models of
other American motor
cars actually cost more
than the lowest priced
Silver Anniversary
Lone Star Cadillac*



Yes, twenty-five models of other American motor cars *do* cost less than the lowest priced Cadillac... but in addition, there are a host of other models priced *with* Cadillac, and still many others just a step *below* in cost. It would be to your advantage to take your 1959 Cadillac model choice on the road for a personal drive, then talk ownership with your experienced sales representative. He will be pleased to point out that his exclusive financing programs put Cadillac where you want it in price. Always plenty of convenient parking.



2301-53 ROSS AVENUE • RI 2-7222 • DALLAS, TEXAS

A Sign of Good Taste!

Designed and built by McAx,
this electrical display identifies
Sammy's Town House at 1516
Greenville Ave.

The revolving top section attracts
attention to this choice restaurant
while it shows a variety of cuisine.
McaX is proud to have Sammy's
among a group of fine customers.

Italian
DINNERS

Sammy's
TOWN HOUSE



McAX CORPORATION

628 Third Ave. • Dallas 26, Texas

ENGINEERS, DESIGNERS & MANUFACTURERS of PORCELAIN ENAMEL and SIGNS OF ALL KINDS



the difference between little d and **BIG D**...

37 years ago there were only 8 of us Agencies
in the phone directory. Today there are 114—
Crook being the only same name and management
...New ideas, guts and honest work have made
Dallas big. We are proud to use this same
*CREATEGRITY in Industrial Dallas, Inc., ads
to make it bigger...Our *Creategrity handling
your account can mean the **DIFFERENCE**
between little results and **BIG** profits for you.

CREATIVITY...The power of creating
WEBSTER: ... the production of a work of thought
or imagination.

INTEGRITY... Uprightness of character
WEBSTER: ...unimpaired state; soundness...
undivided state; completeness—a whole.

CROOK: *CREATEGRITY...The production of
original ideas that sell honestly from
brain to billing.

Crook

ADVERTISING AGENCY
MEMBER A. A. A. ADOLPHUS TOWER

WILSON CROOK, *President*
BILL CROOK, *Executive Vice President*



Messages by the Millions

Depend for Appearance on the Master Form

The last opportunity to improve an advertisement or printed piece before it goes out to thousands or millions lies with the typographer.

Past there, all effort is to make each appearance *conform* to the same standard. Every step beyond the final arrangement of type is to make messages in multiple.

It's good logic and sound economy to get the best talent and cooperation from your typographer in making the master copy. What the trade, the prospect and the consumer later see can only be a duplicate reproduction.

JAGGARS-CHILES-STOVALL, Inc.

522 Browder Street • Dallas, Texas



**TYPOGRAPHY... Both Photographic and Conventional
REPRODUCTION PROOFS • CAMERA MODIFICATIONS
FILMOTYPE • NEWSPAPER MATS • PLASTIC
PLATES • STEREOTYPES • PHOTOENGRAVINGS**

Dallas *Pioneers*



Established

1852 Caruth

Real Estate Investments

1869 Padgett Bros.
Company

Leather Goods—
Wholesale and Retail

1872 Dallas Transit
Company

City Bus Transportation

1874 Bolanz &
W. C. (Dub) Miller

Real Estate and Insurance

1874 Binyon-O'Keefe
Warehouse Co.

"Moving, Household Goods, and
Commercial Warehousing"

1878 National Bank
of Commerce

Banking

1884 The Dorsey
Company

Printers — Lithographers
Stationers — Office Furniture

1885 Mosher Steel
Company

Structural Reinforcing
Steel and Machinery Repairs

1889 Austin Brothers
Steel Co.

Steel for Structures of Every Kind

1892 The Egan
Company

Printing, Lithographing, and
Embossed Labels

1893 Fleming &
Sons, Inc.

Manufacturers — Paper
and Paper Products

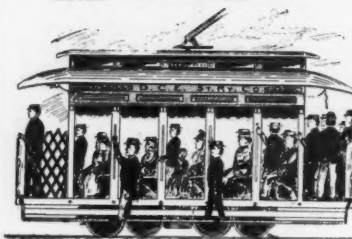
1893 Sparkman-Brand
Inc.

Morticians
Originally, Loudermilk,
Broussard and Miller

Dallas Consolidated Electric Street Railway Company

G. VAN GIBBEL, President. EDWARD T. MOORE, Secretary and Gen'l Superintendent

WHY BOTHER WITH A HORSE AND BUGGY, WHEN
BY OUR TRANSFER SYSTEM WE WILL CARRY YOU
TO ALL THE PRINCIPAL PARTS OF THE CITY FOR
ONE FARE



Caution! Never get ON or OFF CAR until it is
stopped, and then always get on or off on
the RIGHT HAND SIDE. LOOK OUT
FOR APPROACHING CARS. NEVER CROSS A TRACK
UNTIL YOU ARE SURE THERE IS NO DANGER.

General Office and Transfer Station MAIN and
MARKET STS.

OFFICE PHONE 355.
CAR SHEDS PHONE 342.

REACHES ALL THE PRINCIPAL POINTS
IN THE CITY.

ADVERTISING, a half-century ago, as today, played an important part in public transport communications. The above illustration points up the state of advertising art of the period and the problem of horse and buggy competition. Dallas street cars were first electrified in 1891 and the first motor bus service began in Dallas in 1926. This involved seven small buses, seating 21 passengers, placed in service on "feeder lines." The history of Dallas public transit goes back to the horse-car days of 1872 and a series of consolidations resulted in the formation of The Dallas Railway & Terminal Company. In 1955 the name was changed to the Dallas Transit Co. Today, the firm operates 435 buses over 320.6 miles of streets and 80 electric coaches over 37.4 route miles. The expansion of Metropolitan Dallas has extended transit service to such points as Lisbon and White Rock far beyond the old terminal points. The five cent fare is making a strong comeback on the Downtown "Shopper." One of the most modern transit organizations in the nation, Dallas Transit is now headed by Leon Tate as president. Its public communications are handled by the Dallas Advertising Firm, The McCarty Company of Texas, using modern media to inform the public of route changes and service incident to modern Dallas transit expansion.

Business Confidence Built on Years of Service

Old firms, like old friends, have proved their worth by dependable service through years of prosperity and adversity. The business pioneers listed on this page have played an important part in building Dallas. They have met the challenge of economic change through decades of sustained operations. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

Established

1896 Briggs-Weaver
Machinery Co.

Industrial Machinery
and Supplies

1899 Seay & Hall

All Lines of Insurance

1898 Etheridge
Printing Company

Printing, Lithographing, Engraving
Office Supplies

1900 John Deere
Plow Company

Agricultural Implements

1900 The Murray Co.
of Texas, Inc.

Carver Cotton Gin Division 1801
Boston Gear Works Division 1801
Industrial Supply Division 1907

1903 Smith's Detective
Agency

Burglar Alarm, Fire Alarm
Radio Patrol Service

1904 T. A. Manning
& Sons

Insurance Managers
Fire — Casualty

1907 A. C. Horn &
Company

Commercial and Structural
Sheet Metal

1908 Pure Ice & Cold
Storage Co.

Cold Storage

1911 W. W. Overton
& Co.

Investments

1912 Stewart Office
Supply Company

Stationers — Office Outfitters

1914 Koch & Fowler
and Grafe Inc.

Consulting Engineers

CONTENTS THIS MONTH

ON THE COVER: The world of Graphic Arts and Advertising in Dallas is seen in this month's Cover through the lens of a photoengraver's process camera. Pictures which make up the composite were taken in Bud Biggs Studio, WFAA-TV and the Dallas Times Herald pressroom. The lens, used for making photoengraving negatives, was shot at Wilson Engraving Company. Photographs are by Ed Miley; art design by Bud Biggs.

HAL DAWSON
Director, Public Relations
Chairman, Editorial Board

KATHERINE GAINES
Editor

THOMAS J. McHALE
Advertising Manager

JOHN FOSTER
Advertising Associate

LOUISE TATE
Advertising Assistant

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Dallas

VOLUME 38

NUMBER 3

MARCH

1959

ESTABLISHED IN 1922

BY THE DALLAS CHAMBER OF COMMERCE IN THE INTEREST OF DALLAS AND THE SOUTHWEST

DALLAS CHAMBER OF COMMERCE

OFFICERS

President
LESTER T. POTTER
Vice Presidents
AVERY MAYS
JAMES K. WILSON, JR.
W. C. WINDSOR, JR.
Vice President and General Manager
J. BEN CRITZ
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J. D. FRANCIS
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C. B. PETERSON, JR.
HENRY X. SALZBERGER
CHARLES A. SAMMONS
LEON TATE
C. A. TATUM
L. H. TRUE
DAN WILLIAMS

STAFF

General Manager—J. Ben Critz
Assistant Manager—Andrew W. DeShong
Business Manager—Sam Tobolowsky
Cashier—Velma Boswell
Conventions
Richard Ingram
Foreign Trade—Roy Jenkins
Highway and Transportation—
Kenneth Tubbs
Industrial—William A. Rosamond
Consultant—Richard B. Johnson
Information—Kathleen Pingenot
Manufacturers and Wholesalers
Mark Hansen
Market—Mrs. Maude Tims
Membership—James L. Cabanis
Public Relations—H. A. Dawson, Jr.
Research—George F. Dodgen
Retailers—James R. Crawford
Washington Office—Dale Miller

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*"Why don't you give the First in Dallas
an opportunity to say YES"*



FIRST NATIONAL BANK IN DALLAS

Member Federal Deposit Insurance Corporation

DALLAS • MARCH, 1959

DA
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DALLAS

DALE MILLER'S

WASHINGTON

REPORT



Preparedness for Peace

That peripatetic practitioner of American diplomacy, the Honorable John Foster Dulles, who most often appears to be in orbit, is at this writing reluctantly earth-bound in a Washington hospital. Though the seriousness of his condition is of course dismaying, the intimates of the doughty septuagenarian profess a confidence that the gravity of his illness will be exceeded by his determination to overcome it, and that the episode in which he is now the central figure will turn out to be one of the they-said-it-couldn't-be-done sort of things. And maybe it could happen that way, especially if courage and optimism have any therapeutic value in the grave circumstances of his case, for it is not the first time that he has been brought to the brink, so to speak, and still eluded disaster.

If during these recent weeks he has permitted himself some moments of personal meditation — which is doubtful, considering the telephone at his elbow and the nations of the world deployed like chess pieces in his restless mind — he may have derived some wry amusement from the eccentricities of a fate which can transform a villain into a hero within the space of a few hours through a process of getting sick. He was never actually a villain to his detractors, to be sure, but he suffered the occupational plight of all Secretaries of State by being generously blamed for the usual malfunctioning of American foreign policy, and he was regarded in a number of quarters as expendable. In a remarkably short time after his hospital commitment, however, a general awareness of how completely he has dominated his enormous job over the past six years had the effect of rather suddenly casting him in the image of the indispensable man.

Along with the prayers for his recovery, though, there has been some sober thinking with respect to the health of American foreign policy, or, more correctly, the

system by which that policy is developed, expounded, and made effective over the years. The circumstance that caused Mr. Dulles to become enveloped in an aura of indispensability only served to emphasize the uniqueness of his particular case: the uniqueness of a man in a sensitive and vitally important field of public service who devoted virtually all of his adult life in preparation for doing just what he is doing now. This is not to suggest that through such preparation he became some sort of a paragon, but the importance of his service, which is freely acknowledged, reflects an indebtedness to the long years of dedication that preceded it. And the fact that he is indeed something of a rarity is responsible for the sober thinking which is being applied to the nature of our foreign policy system.

So deeply ingrained in our political system is the custom of naming our most important ambassadors, for instance, that it seems remarkable in these modern and perilous times that such appointments are still conferred as rewards for influential support and financial contributions, when the recipients of such honors are often notoriously unfit by experience or temperament to perform the sensitive and esoteric tasks which inescapably devolve upon them. Most of them, to be sure, are successful men of proven ability in the business world, but there is no more reason to expect them to be proficient in the delicate art of international diplomacy than there is to rely on a certified public accountant to perform an emergency appendectomy. Too many of those highly placed in our diplomatic corps even have little knowledge of the language or customs of the nations to which they are accredited.

They are protected in large measure, of course, by staffs of trained careerists, but the need for such protection is frequently demoralizing among those careerists who devote their lifetime to foreign service,

only to end up as First Secretaries to political appointees. Some careerists achieve ambassadorial or ministerial rank, it is true, but they are usually assigned to smaller and less important countries. Appointments to the larger prestige posts are still made in a manner somewhat reminiscent of an older time, when the principal qualifications of a diplomat consisted of a listing in the social register, a bankroll of size and accessibility, and the ability to display a well-turned calf in the knee breeches of the Court of St. James.

This entire problem of foreign service and its personnel, involving preparation, incentives, and rewards, might well undergo a thorough reexamination. How vivid is the contrast between the manner in which we prepare for war, and the manner in which we fail to prepare for peace! Each year our service academies seek out the promising youth of our nation, then put them in uniform, educate them, equip them, and train them in the strategy and tactics of warfare. Hundreds of millions

Our foreign service: Dulles illness emphasizes need for more highly trained career personnel.

of dollars are spent each year in this one phase of our preparedness for war.

But what of our preparedness for peace? Where are the service institutions which enlist the bright young minds of the country in a lifelong dedication to the task of achieving a peaceful world? Where are they assembled and trained? Where are they schooled in political ideologies, in geography, in racial customs, in history, government, and language? Where are they taught the skills of diplomacy, of artful propaganda, of effective salesmanship of democratic ideals?

In the world of today, a world reduced by science to the terrifying intimacy of a neighborhood, the United States can ill afford to rely on antiquated and effete methods in its diplomatic intercourse with other nations. Some way must be found to develop a more highly trained and dedicated foreign service personnel, as skilled in their preparedness for peace as are their brothers-in-arms for war. They may not avert Armageddon, but they could try.



DALLAS NEVER DORMANT

Advertising and Selling have been primary functions of Dallas Chamber of Commerce Operation for Half-Century.

By Tom McHale

Advertising has been an integral part of the operation of the Dallas Chamber of Commerce since its founding a half-century ago. Looking back over five decades brings to light a surprising amount of coordinated Advertising and Selling in keeping with the best modern sales practices. As a matter of fact, it might be said that from the days of John Neeley Bryan, *Dallas has never been dormant.*

The Board of Trade and other commercial organizations that preceded the Dallas Chamber of Commerce may have run into blind alleys, but there has always been a disposition on the part of Dallas businessmen to sell Dallas to each other, and to sell the merits of Dallas as an industrial and trading center to an ever widening area. The report of John R. Babcock, secretary of the Dallas Chamber of Commerce in its first year of operation reveals that Dallas distributed 132,000 pieces of "advertising matter" that year. It also shows that jobbing business in Dallas for 1909 showed a \$20,000,000 increase over the previous year and the merchants were more than busy promoting buyers "excursions" into Dallas and trade trips into Dallas territory.

Advertising seems to be one of the catalysts that brought about the consolidation of a number of diverse trade groups into the Dallas Chamber of Commerce. In 1905, the 150,000 Club was organized to put Dallas in that population bracket. Headed by a prominent attorney, Rhodes S. Baker, this group actually began

a national advertising campaign for Dallas.

The dynamic personality of "Teddy" Roosevelt may have served as the inspiration for this campaign since their advertising copy featured "T. R." pointing to Texas as "the Garden Spot of the World" with Dallas as its center. This club also did a lot of "inside selling" in Dallas with sign boards and other glamour media of the period.

It may be that this group furnished part of the inspiration for the founding of the Dallas Advertising League in 1908, "to give the spirit of Dallas a voice." There were few professional advertising men in that period and the membership rolls of the league included a good percentage of leading merchants and bankers as well as regional and state managers of national concerns.

Both of these organizations played a part in the founding of the Dallas Chamber of Commerce, and the 150,000 Club became a part of it. An Advertising Com-

THIS GROUP of pioneer amateur advertising men led by attorney Rhodes S. Baker, initiated Dallas' first national advertising campaign. Billboard shown above on upper left was part of inside selling job on 150,000 Club Promotion.

mittee was set up in the initial structure of the Dallas Chamber of Commerce. C. A. Singer was its chairman and its members included: E. J. Kiest, Henry Dorsey, C. Lombardi, J. B. Kendall, Jr., H. P. McKnight and George Volk.

Dale Carnegie had not yet written his book: "How to Win Friends and Influence People," but Dallas businessmen knew they had to get out into the territory and shake hands with customers in order to attract trade. Dallas' trade trips had begun in 1894 and this activity was intensified in the first years of Chamber of Commerce operation. The thought of hordes of business men marching down the dusty streets of Texas and Oklahoma towns might bring smiles to members of the



modern "intellegentsia" but Dallas owes a great deal to the trade pioneers in linen dusters who extended the glad hand of fellowship in the horse and buggy era and carried the "Dallas Story" to the hinterland. But the small town folks loved it and Dallas Trade Trips which ended in 1947, laid the foundations for customer relations that still brings business to Dallas.

Advertising was a very modest industry in Dallas a half-century ago and even the big Eastern Agencies of the present day were in the process of evolving from "space agents." The untamed state of the Southwest of that period is illustrated by several front page stories from the March, 1909 files of the *Dallas News*, telling of a big Indian uprising in Oklahoma, recount-

Advertising Co., located at 416 - 18 Jackson Street.

Fifty-three printers, most of them small operations, were listed in the same directory. Among the largest of these were the Blalock Publishing Co. and the Dorsey Co. Other names that are still part of the Dallas Graphic Arts Industry include: Colville (now Wm. S. Henson, Inc.), M. P. Exline Co., W. F. Melton, C. R. Padgitt, Sheegog Printing Co., Texas Paper Co., Walraven Bros., W. M. Warlick and Wilkinson Printing Co.

From that modest position of a half-century ago, Dallas has grown to be one of the largest centers of advertising and printing in the entire South. Dallas has more than a hundred agencies ranging from one-man operations to fully staffed

and departmentalized organizations with billings in the million dollar bracket. Dallas has also become one of the outstanding centers of commercial art in the entire South and has established facilities for the production of film, sound track and other essentials used in Radio, TV and other modern media.

Through the years, the Dallas Chamber of Commerce has continued to advertise Dallas and its trade area. Just thirty years ago, the Dallas Chamber of Commerce was in the midst of its most successful advertising campaign. In 1928 and 1929, \$500,000 was raised for the "Industrial Dallas" campaign which carried the story of the Dallas Southwest to the far corners of the nation and the world. The May, 1929 issue of DALLAS, carried a story by R. L. Thornton, President of Industrial Dallas, Inc., telling of the results of that campaign in terms of new plants and branches in Dallas. Today, the Dallas Chamber of Commerce is again planning a similar campaign which will get under way this fall.

In January of 1922, the Dallas Chamber of Commerce initiated the publication of DALLAS Magazine. Now in its thirty-eighth year, DALLAS has come to be generally recognized as the top chamber of commerce magazine in the nation. It

(Continued on Page 84)



DON L. BAXTER, president of one of Dallas' modern advertising agencies, consults with his art director in a setting typical of Dallas' present-day agency operation.

ing a bloody battle between Indians and U. S. Cavalry Troops and the eventual capture of Chief Crazy Snake, a leader of the Snake Tribe.

Advertising agencies and printers occupied far less space than saloons and wagon yards in the 1909 issue of the *Dallas City Directory*. The largest space carried by any of the nine agencies listed featured the services of the Janelli Advertising Agency. This firm was the largest door to door mass distributor of "business circulars" in Dallas and Fort Worth. Included also was the street car advertising firm of Barron Collier, and several firms that also had modest publishing connections. The only firm in that list that traces down to the present day was The Johnston

LOWER PHOTOGRAPH shows precision offset makeup work in plant of Bennett Printing Company. Upper photo shows offset pressman at Commercial Printing & Letter Service Co. making ready for press run on a direct mail color job.



NEW PLANT of Southwestern Paper Company in Brook Hollow Industrial District, is shown below. On right is entrance to unique Graphic Arts Center at Olmsted-Kirk Co.



The Expanding Graphic Arts

New plants that show places of the industry, new high-speed color presses, new technical advances in planning and production, are the major factors that keynote Dallas' advancement as the Graphic Arts and Printing Center of the entire South.

The modern growth of Dallas' graphic arts industry also reflects the increase in the volume and quality of printing in the Dallas Southwest. Unlike the Medieval craftsmen who could produce limited editions of superior quality under the sponsorship of a patron of the arts, the modern printer is dependent on volume to underwrite the costs of quality color printing and the diversity of special uses that make up production in modern advertising.

The expanding size and scope of Dallas' new printing plants, and the substantial investments reflected in their complex equipment, also point up the fact that Dallas' Graphic Arts Industry is not only serving the needs of its home market but is attracting business from an ever-widen-

ing trade area. It is no longer necessary for any firms in Dallas or its wide trade territory to go to other centers for precision color work or for long runs of special advertising printing. Dallas has more than come of age as a fine printing center, and those who have any doubts on this point should make a tour of Dallas' modern printing plants.

Typical of the "new look" in Dallas Graphic Arts is the new plant occupied in January by William S. Henson, Inc., in the West Trinity Industrial District. This sixty-nine year old firm had outgrown previous facilities several times during the past few years and had met the problem by piecemeal expansion in their old location.

Their new plant was designed specifically for modern printing production. It

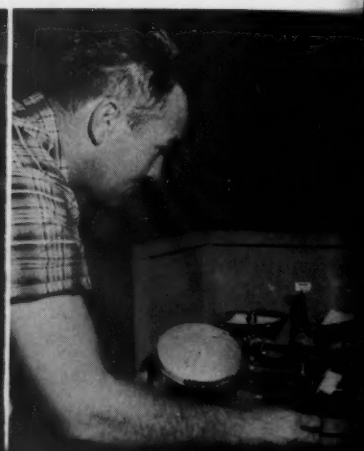
is air-conditioned and humidity controlled. It is located on 70,000 square feet of leased property and the one-story building itself covers nearly 25,000 square feet. The firm tripled its capacity for letterpress and offset printing and also provides room to further expand this capacity. Plant equipment now in use by this firm is valued in the neighborhood of \$250,000.

The new three-quarter million dollar plant of Padgett Printing & Lithographing Co. is another outstanding addition to Dallas Graphic Arts facilities during the past year. Located at Industrial Boulevard and Cole, this plant has a 360 foot frontage and contains over 40,000 square feet. Ultra modern and streamlined, this plant is also humidity controlled as well as air-conditioned.

Separate areas house their new Harris and Miehle color presses. Facilities also include other presses and composing and type setting divisions and new high-speed bindery equipment. Another progressive

THIS NEW battery of high-speed Harris Offset Color Presses was recently installed at Southwest Printing Company.

PRECISION weighing job for exact ink match is shown below at plant of Bennett Printing Company.



note in this operation is a four-color process camera and plate making division which will be greatly amplified in their new set-up. This firm started business in Dallas in 1903 as a small upstairs shop. Their latest move was brought about by another step in Dallas progress. Last year they sold their ten acre plant and site on Hines Boulevard to Senator William Blakely to be added to his multi-million dollar Exchange Park development.

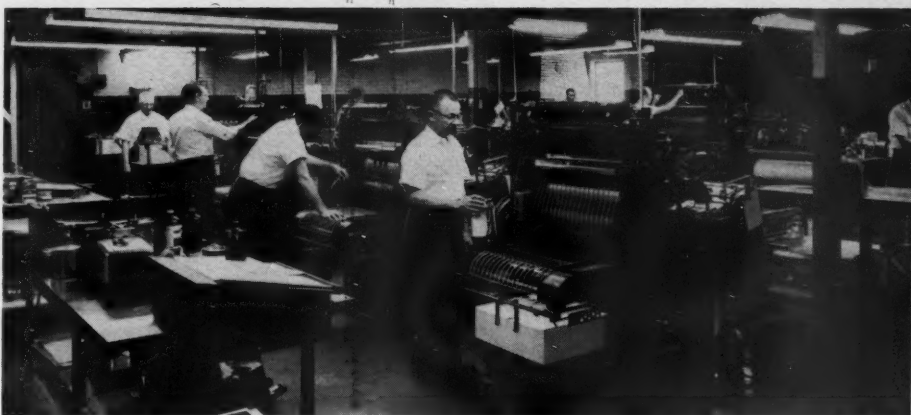
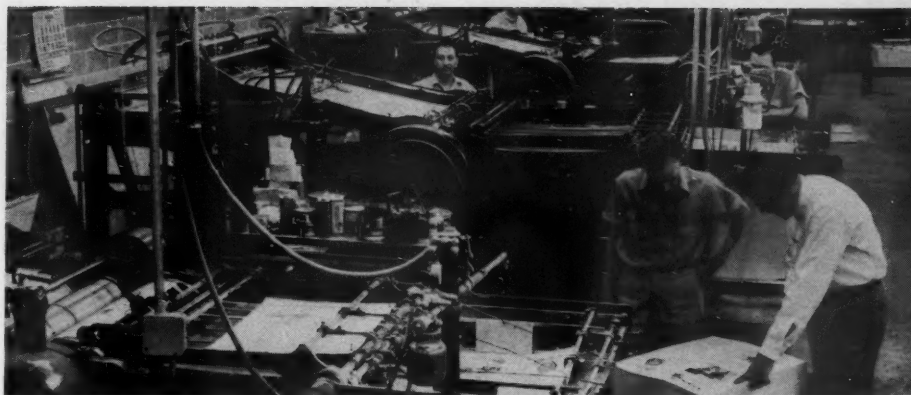
The pace of technical improvement in the Graphic Arts Industry and the competitive advantages of modern equipment are reflected in another Dallas installation by the Southwest Printing Company. Most presses are built to last twenty, thirty and forty years. This firm has just taken out comparatively modern Harris-Seybold press equipment; two presses ten years old and two five years old. These have been replaced with brand new Harris equipment. This decision was made on the basis of Dallas Graphic Arts leadership in the Southwest and the firm's feeling that it needed this new equipment to keep pace with competition for quality color printing in and out of Dallas.

Another major addition to Dallas color printing facilities is now under way at the Miller Publishing Co. plant now under construction on Stemmons Expressway in the Trinity Industrial District. This three-quarter million dollar installation will encompass 40,000 square feet and will include a five-color Cottrell Press, the largest commercial press in Dallas.

This new press will give the company four and five color process on a volume basis. The company has already accepted orders for canned food labels totaling approximately 60 million labels per month. The presses have a total capacity of 240 million labels monthly.

This expanded facility will put Dallas in the forefront for volume production of color food labels and is being set up as a result of surveys that indicated a need for

SHERIDAN gathering, stitching and trimming machine, shown below at plant of Padgett Printing Co. illustrates modern bindery operation.



a plant of this type. This represents new expansion for the volume book publishing and color printing business now being conducted by Newman-Miller Printing Co. presently located at 2218 North Harwood. Completion of the plant is scheduled for late June or early July.

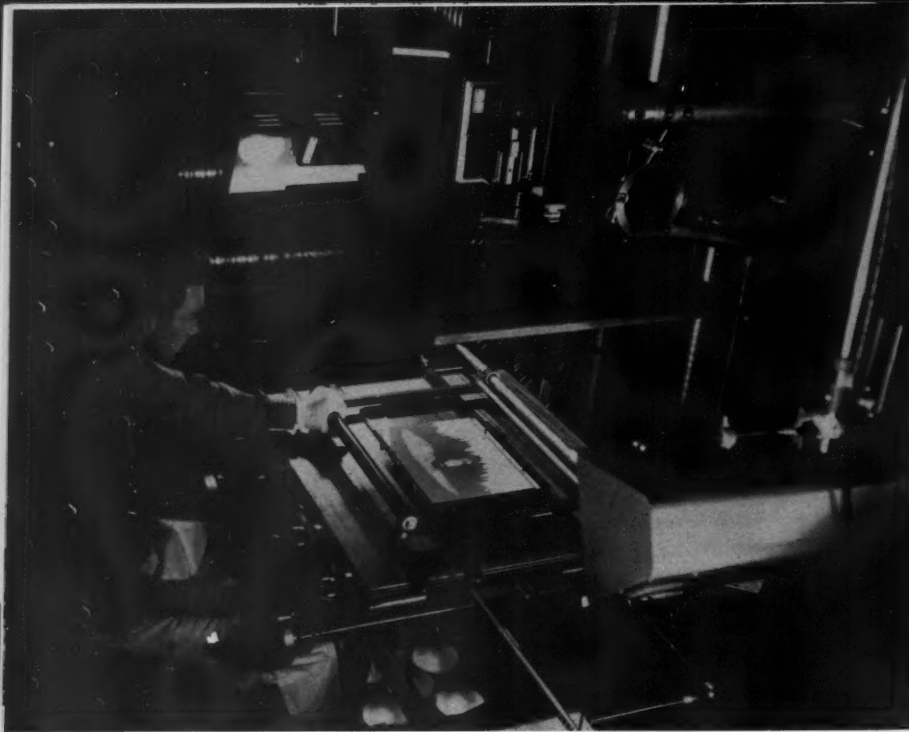
The new plant of the Southwestern Paper Company in the Brook Hollow Industrial District provides another illustration of Dallas' expanding Graphic Arts facilities. Located on a three acre site, this plant will cover 40,000 square feet with ample room for future expansion. The oldest paper house in Dallas, Southwestern began business here in 1891 and was located on Pacific Avenue fifty years ago. The firm features the Butler Brands of fine paper and represents some of the oldest fine paper mills in the industry.

COLOR PRESS lineup for publication printing in plant of Johnston Printing Co. is shown in upper photograph. Partial view of modern equipment in use at Melton Printing Co. is shown in lower photograph.

These current plant additions reflect the growing trend in Dallas to larger volume plants. A half-century ago and even a quarter-century ago, most Dallas printers, with a few notable exceptions, operated small plants. Today, Dallas' large volume plants include such firms as American Printing & Lithographing Co., Bennett's, The Dorsey Company, Egan Co., Exline-Lowdon Co., Haughton Bros., Johnson Printing Co., Melton Printing Co., Reynolds & Reynolds, Rogersnap Business Forms, Inc., E. J. Storm Printing Co., and others.

(Continued on Page 84)





A KEITZ & HERNDON specialist, above, works on animated television commercials.

Dallas Film Industry 'Takes Five' in the Nation

Quietly, with little fanfare and much hard work, Dallas has climbed to fifth in the nation in a surprising field — business and television film production.

Surprising is the fact that Dallas has captured the business film market in 46 states and over the tremendous area of all the South and Southwest. Not surprising are the names of cities which are leading Dallas in this field: Hollywood, New York, Chicago and Detroit.

In virtually less than ten years, Dallas' film industry has blossomed into what conservatives estimate as at least a \$1½ million industry. Dallas firms report work in progress with scores of companies from all over the country, and, recently, even accounts from New York and Chicago advertising agencies are finding their way into Dallas studios.

Oldest of Dallas' business and TV film companies is Jamieson Film Company at 3825 Bryan Street, which was organized in 1916. Jamieson's complete services, which include everything from idea to finished product, are industrial, educational, training and public relations motion pictures, both in 16mm and 35mm; filmed television programs and commercials; and

sound recording laboratory and printing services for industrial, educational or producer organizations.

Facilities at Jamieson include a 15,000-square-foot studio, sound stage and laboratory; complete 35mm and 16mm production equipment; RCA 16mm and 35mm sound recording, editing, printing and processing for 16mm and 35mm; color printing with scene-to-scene color correction; and a highly skilled animation and creative staff.

A quick look at Jamieson's most recent productions and sponsors reads like a condensed who's who in Southwestern industry. Among very recently completed motion pictures have been films for Southwestern Bell Telephone Co., Chance Vought, Convair, SPACE, and Hermetic Seal Transformer Corp. New films have also just been made for the Port of Lake Charles and the Georgia Game and Fish Commission and the U.S. Navy. Among national TV commercials are those for Humble Oil & Refining Co., Frito, Imperial Sugar, American Petrofina, Blue Plate Foods and Gills Coffee.

Keitz & Herndon, another of Dallas' large film companies, specializes in ani-



PHASES of Dallas film production, top to bottom above, include editing, storyboard planning and sound recording.

mation services along with complete sound stage equipment for live action motion picture productions. Their facilities include a complete sound stage, animation, art, titling and special effects; 35mm and 16mm cameras and Oxberry animation equipment.

The firm began in 1950 when artist Roddy Keitz and salesman Larry F. Herndon Jr. bought a Bolex 16mm camera and a small, home editor — on borrowed money. Surplus B-29 parts went into their first animation stand, and the Jefferson Tower was their first commercial office.

Today, Keitz and Herndon have grown, not only out of the Jefferson Tower, but out of their present studio at 4409 Belmont. Under construction is a completely new plant at the corner of Oak Grove and Bowser which will cover over 5,000 square feet. Entirely new for this area, and a reflection of the modern outlook of K&H, is the cement pre-stressed folded plate roof to be used on the new building.



ON LOCATION, Jamieson crew takes scenes for a national TV commercial.

Keitz and Herndon's regional and national accounts include Dr Pepper, Standard Oil of Indiana, Greyhound Bus Lines, Dickies' Work Clothes, Banquet Frozen Foods and Lone Star Beer. Recent motion pictures have been made for Dr Pepper, Lone Star Gas, Chance Vought, and Vornado Air Conditioning Co.

Southwest Film Laboratory, Inc. at 3024 Ft. Worth Avenue is exclusively devoted to producers service. Here producers may make use of a completely equipped 40 by 70 foot air conditioned sound stage, 100,000 watts of lighting

equipment, camera dollies, sound recorders, microphone boom, props, sets and all the equipment necessary for professional motion picture work.

A new development by Southwest is an additive color printing process. It was used in Baylor University's film production of "Hamlet," which won first prize in short run fiction at the Brussels World's Fair last year. Prints of this film are being shown abroad by the U.S. State Department.

Another company which services the producer is Big D Film Laboratory, Inc.

ON STAGE, below, a crew of Motion Pictures, Inc., films a medical documentary. It will be shown all over the U. S.



SOME of the nation's best editing equipment may be found at Southwest Film Laboratory, right.

at 4215 Gaston. Big D is able to provide any or all needs for the producer, from equipment, processing, and editing to skilled motion picture personnel.

Coffman Films, Inc., at 4915 Maple Avenue uses the latest in modern equipment for the production of industrial and promotion motion pictures, slidefilms and TV commercials. Among their recent productions have been films for the Dallas Community Chest, Texlite, the Methodist Church, and the Dallas Episcopal Diocese.

Recently established business and TV film companies include Ideas Illustrated at 2909 North Haskell Avenue; Mundell Productions at 4207 Gaston; and Motion Pictures Inc. at 3024 Ft. Worth Avenue. All are complete production companies equipped to produce films from idea to finished reel.

Behind all this new activity in business films and non-theatrical motion pictures lies the coming of age of the audio-visual field. Since World War II, America's businesses have poured over \$200,000,000 into audio-visual materials. An Association of National Advertisers survey has estimated that as many as 22,000,000 spectators may view a single film, with the median audience 1,268,851. These viewers are in addition to the television audience.

Principal viewers for these industrial films include stockholders, employees, dealers and distributors, customers and prospects, communities in which plants are located, competitors and trade associations, government officials and the general public.

The business film media is growing, and, as in all phases of economic advance, the Dallas business film industry is busy growing. So busy, indeed, that in less than ten years, Dallas "takes five" — fifth business film center in the nation.





AN EXPERIENCED pressman at William S. Henson, Inc., "locks up" magazine forms before the huge flat-bed presses begin to roll.

Dallas Becomes a National Publication Center

Dallas' tremendous growth in recent years has seen the city expand in almost every field. One of the most significant expansions in the graphic arts and advertising fields has been Dallas' strong development as one of the nation's leading centers for publications. General circulation magazines ranging from *American Gas Journal* to *Vogue* — both in alphabet and reader interest — have offices of some sort in Dallas. And these are but two of the more than 125 publications with Dallas representation, according to information collected by the Dallas Chamber of Commerce. This does not include the dozens of restricted circulation company and association magazines published here.

More than 30 magazines and newspapers have home offices in Dallas and most of these are actually published here. Another 60 publications are represented by either advertising or editorial offices in Dallas, with most having an office that serves both functions.

Best known of the locally printed publications are Dallas' two daily newspapers,

the *Dallas Morning News* and the *Dallas Times Herald*, and the Southwestern Edition of the *Wall Street Journal*, one of the Journal's four regional editions.

Some of the publications with headquarters here reach state or regional audiences — *Texas Contractor*, *Southwestern Advertising & Marketing* and *Southwestern Purchaser* are but three examples. A number of others, however, have a national circulation, such as the *Baptist Standard*, which reaches 350,000 weekly, and *Flight* magazine, one of the most respected of all publications in its field.

The petroleum industry is heavily represented by these Dallas publications, with some ten reporting activities in this aspect of the Dallas and Southwest economy.

Some publications have their own printing plants, but a number of Dallas printers are called on to print these magazines and newspapers. Included in this group of printers are Haughton Bros., Johnston, William S. Henson, E. J. Storm, and several others.

National magazines with home offices

outside of Dallas are represented here both individually and collectively with editorial and/or advertising offices.

Fairchild Publications of New York has a five-state headquarters in Dallas for Arkansas, Louisiana, New Mexico, Oklahoma and Texas which does editorial and news gathering work along with advertising and market research. This office represents seven publications.

A similar office is maintained in Dallas by McGraw-Hill Publications of New York. Also a five-state headquarters, it operates throughout Arkansas, Louisiana, Mississippi, Oklahoma and Texas. It also handles advertising, editorial and sales work and represents more than 25 publications.

Industrial Publications, representing Simmons-Boardman, Patterson Corporation and Henry Holt, all of New York, represents a dozen publications for advertising over a seven-state area consisting of Alabama, Arkansas, Kansas, Louisiana, Oklahoma, Tennessee and Texas.

Individual regional editorial offices are maintained in Dallas by such publications

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Publications with Editorial and/or Advertising Offices in Dallas

American Builder... Ala., Ark., Kas., La., Okla., Tenn., Texas
 American Machinist... Ark., La., Miss., Okla., Texas
 American Motel... Ala., Ark., Kas., La., Okla. Tenn., Texas
 American Restaurant Ala., Ark., Kas., La., Okla., Tenn., Texas
 Aviation Week... Ark., La., Miss., Okla., Texas
 Bus Transportation... Ark., La., Miss., Okla., Texas
 Business Week... Ark., La., Miss., Okla., Texas
 Chemical Engineering... Ark., La., Miss., Okla., Texas
 Chemical Week... Ark., La., Miss., Okla., Texas
 Coal Age... Ark., La., Miss., Okla., Texas
 Control Engineering... Ark., La., Miss., Okla., Texas
 Const. Methods & Equip... Ark., La., Miss., Okla., Texas
 Daily News Record... Ark., La., N. M., Okla., Texas
 Elect. Const. & Maintenance... Ark., La., Miss., Okla., Texas
 Electrical Merchandising... Ark., La., Miss., Okla., Texas
 Electrical Wholesaling... Ark., La., Miss., Okla., Texas
 Electrical World... Ark., La., Miss., Okla., Texas
 Electronic News... Ark., La., N. M., Okla., Texas
 Electronics... Ark., La., Miss., Okla., Texas
 Engineering & Mining Journal... Ark., La., Miss., Okla., Texas
 Engineering News-Record... Ark., La., Miss., Okla., Texas
 Factory Man. & Maintenance... Ark., La., Miss., Okla., Texas
 Farm Journal... Ark., La., Okla., Texas
 Farm & Ranch... Ark., La., Okla., Texas, Mo. (Part)
 Fleet Owner... Ark., La., Miss., Okla., Texas
 Food Engineering... Ark., La., Miss., Okla., Texas
 Footwear News... Ark., La., N. M., Okla., Texas
 Fortune... Ark., La., N. M., Okla., Texas
 Home Furnishings Daily... Ark., La., N. M., Okla., Texas
 Home Modernizing Ala., Ark., Kas., La., Okla., Tenn., Texas

Industrial Distribution... Ark., La., Miss., Okla., Texas
 Life... Ark., La., N. M., Okla., Texas
 Marine Engr.-Log... Ala., Ark., Kas., La., Okla., Tenn., Texas
 Menswear... Ark., La., N. M., Okla., Texas
 Metal & Mineral Markets... Ark., La., Miss., Okla., Texas
 National Petroleum News... Ark., La., Miss., Okla., Texas
 New Homes Guide Ala., Ark., Kas., La., Okla., Tenn., Texas
 Nucleonics... Ark., La., Miss., Okla., Texas
 Oil Daily... Ala., Ariz., Ark., Colo., Fla., Ga., Kas., Miss., Mont., N. M., Okla., Tenn., Texas, Wyo.
 Oil & Gas Equipment... Parts of Texas, La., N. M.
 Oil & Gas Journal... Parts of Texas, La., N. M.
 Petroleo Inter-Americano... Parts of Texas, La., N. M.
 Petroleum Processing... Ark., La., Miss., Okla., Texas
 Petroleum Week... Ark., La., Miss., Okla., Texas
 Plant Location... Ala., Ark., Kas., La., Okla., Tenn., Texas
 Power... Ark., La., Miss., Okla., Texas
 Product Engineering... Ark., La., Miss., Okla., Texas
 Progressive Farmer... Texas
 Railway Age... Ala., Ark., Kas., La., Okla., Tenn., Texas
 Railway Loco. & Cars Ala., Ark., Kas., La., Okla., Tenn., Texas
 Rail. Pur. & Stores... Ala., Ark., La., Kas., Okla., Tenn., Texas
 Rail. Sig. & Com... Ala., Ark., Kas., La., Okla., Tenn., Texas
 Rail. Trk. & Struc... Ala., Ark., Kas., La., Okla., Tenn., Texas
 Sports Illustrated... Ark., La., N. M., Okla., Texas
 Supermarket News... Ark., La., N. M., Okla., Texas
 Textile World... Ark., La., Miss., Okla., Texas
 Time... Ark., La., N. M., Okla., Texas
 Women's Wear Daily... Ark., La., N. M., Okla., Texas

Center

as *Farm Journal*, of Philadelphia; *Farm & Ranch*, Nashville; *Oil & Gas Journal*, Tulsa; *Progressive Farmer*, Birmingham and *Time, Inc.*, New York. The *Time* office is responsible for news-gathering and market research of a five-state area, consisting of Arkansas, Louisiana, New Mexico, Oklahoma and Texas for four *Time, Inc.* magazines.

Although they publish no magazines or newspapers themselves, the Associated Press and United Press International must be considered within this category since they both maintain important Dallas offices. The Associated Press which has its Texas headquarters in Dallas, serves 93 Texas newspapers and 200 radio and television stations. This AP office serves Texas on world and United States news and serves all AP bureaus on Texas news.

United Press International maintains a division headquarters which is the hub of a nine-state area, consisting of Arkansas, Colorado, Kansas, Louisiana, Missouri, New Mexico, Oklahoma, Wyoming and Texas. Its functions are much the same as the AP Texas headquarters although the



ROTARY presses at Storm Printing Company turn out 350,000 issues of *The Baptist Standard* weekly.

UPI Dallas office covers a much larger territory and serves many more newspapers and radio-TV stations from here.

A number of other magazines are represented in Dallas by circulation offices. These include an office of Curtis Publishing Company of Philadelphia, which handles circulation for more than 20 publications throughout a five-state Southwest area, and Parents Institute of New York.

Publications with Home Office in Dallas

American Gas Journal
 Bankers' Digest
 The Baptist Standard
 Cotton Gin and Oil Mill Press
 Cotton Ginners Journal
 Dallas Morning News
 Dallas Times Herald
 Drilling
 Drilling Contractor
 Farmer-Stockman
 Flight
 Insurance Record
 Journal of Petroleum Technology
 Morticians of the Southwest
 Oil and Gas Record
 Petroleum Engineer
 Pipeline Engineer
 Refining Engineer
 Rinehart Oil News
 Southern Pharmaceutical Journal
 Southwestern Advertising & Marketing
 Southwestern Food Journal
 Southwestern Implement Journal
 Southwestern Purchaser
 Texas Catholic
 Texas Contractor
 Texas Jewish Post
 Texas Life Record
 Texas Tribune
 Wall Street Journal, Southwestern Edition

Putting Industrial Advertising To Work in Dallas

Sometime next fall in a distant city an industrialist, concerned with problems of distribution, will pick up a certain national business publication.

Seconds later his attention will be arrested by a headline: "Look where you can deliver overnight from Dallas."

Minutes later his interest will cause him to dictate a letter to Industrial Dallas, Inc., requesting further information.

Weeks later his interest, built into desire by additional facts, will lead him to Dallas for an on-the-spot investigation.

Months later, or maybe years, he will act, and Dallas will have a new factory or warehouse — more jobs and a new payroll.

Wish projection? Not at all. The story has happened, and doubtless will happen again in almost exactly this way, as a result of the power of industrial development advertising.

When advertising goes to work for Dallas again next fall in a national campaign, Dallas will be entering one of the most competitive arenas in business today — industrial area promotion.

The new national advertising campaign by Industrial Dallas, Inc., will be a three-year \$600,000 effort modeled after the highly successful Industrial Dallas campaign in the late twenties.

The campaign is being underwritten as an investment in the future by businessmen who are putting Dallas on their payrolls for relatively small monthly amounts for a three-year period.

Progressive industrial areas need to advertise today, much the same as businesses do, and for much the same reasons — to grow, diversify, stimulate trade, create more jobs, spread the tax burden, stay

ahead of competition, and sometimes to keep from withering on the vine.

As *Life Magazine* put it: "From Maine to California, communities large and small are pitching into competition to attract new industries, new workers and new money. For some of the contenders the driving motive is ambition to grow big and rich. For others, caught in the shifting patterns of a complex economy, it is simply a desperate effort to survive."

Nearly 2000 communities (plus some 4000 other types of organizations) are carrying on industrial area and expansion programs. All are using advertising as a primary tool of their work.

A fairly authoritative estimate of the amount being spent is \$40 million a year for advertising space alone, and as much again for collateral activities.

These communities have plenty to show for their efforts — hundreds of new plants costing billions of dollars and industries employing thousands of persons.

Why is it necessary to use national advertising to reach the industrialist about to make a decision to relocate? Why not send him a brochure? Or call him on the phone? Or go to see him?

Trouble is—nobody knows exactly who he is. He won't reveal his plans ahead of time, for a variety of good reasons. To go searching him out via telephone and personal calls is generally regarded as economically hopeless.

Furthermore, he cannot be reached through booklets that flood company offices and never get to the inside desks.

"That is why there is no point in printing thousands of brochures," *Printer's Ink* writes, "without first creating a demand for these brochures through national advertising."

On the other hand a survey of presidents of several hundred key national concerns by *Industrial Development Magazine* revealed that 92 per cent of the industrialists noticed area promotion advertisements frequently in the publications they read, and all thought industry-hunting areas could benefit from properly conducted advertising programs.

Advertising programs work most effectively in attracting attention, arousing interest and causing the prospective relocater to reveal his identity and plans.

However, after the lead has been uncovered by advertising, the job of developing the final desire and conviction, to influence a favorable decision, is one that calls for top-drawer personal salesmanship.

In the case of the Industrial Dallas campaign, personal salesmanship will be provided by the Industrial Department of the Dallas Chamber of Commerce, backed up by leading Dallas businessmen who are always ready to be drafted to help in specific sales situations.

(Continued on Page 85)

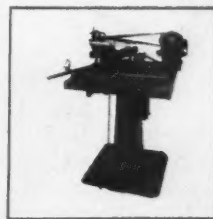


BLANKS

1315 YOUNG STREET

DALLAS, TEXAS

Engraving Co.



LARGEST AND MOST COMPLETE PLANT IN THE SOUTH

*the only engraver in
this area making plates for both*

LETTERPRESS and OFFSET

75 Employees

65 Pieces of Specialized Equipment

Complete Color Department

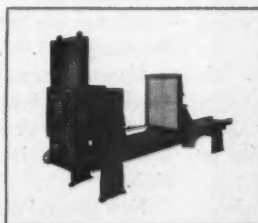
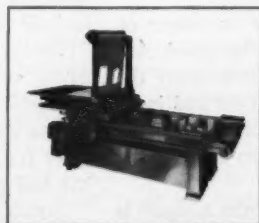
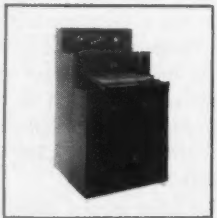
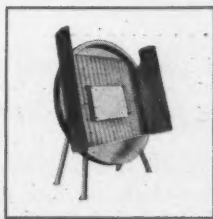
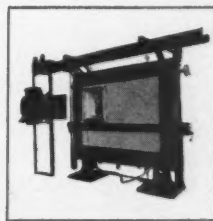
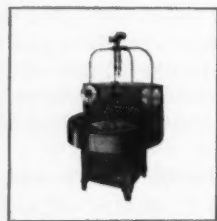
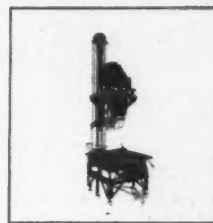
A process exclusive with Blanks among engravers by which an image, whether letterpress or offset, can be duplicated time and again on one plate, up to 35" x 45"

Whatever your business . . . merchant, manufacturer, advertising agency, printer, artist . . . Blanks is the one engraver who can give you exactly what you require on any job, letterpress or offset, on zinc, magnesium, copper, in black and white or full color.

Free! New 48-page book (1959) "Line, Halftone and Color—an introduction to Modern Photoengraving" ☐
... Our new 24-page Blanks Engraving Booklet, which tells about us in an easy-to-read abbreviated "history" ☐

PHONE RI 1-3905

For these Books or for a Salesman to Call. No obligation



SPORTS

AAA BASEBALL: Rangers Get Set For a Tough Season



DALLAS RANGERS General Manager Stan McIlvaine, at right, confers with his two field leaders, Shortstop and player-coach Owen Friend (left) and Manager Fred Martin prior to daily drill at the Rangers' plush spring training camp in Pompano Beach, Florida. The new Triple-A season begins Sunday, April 12.

Baseball enthusiasm in Dallas is at an all-time high as final preparations are made for Dallas' entry into Triple-A baseball, just one step below the Major Leagues. The Dallas Rangers open their 1959 American Association season Sunday afternoon, April 12, playing the Denver Bears.

More than a month before Opening Day, the all-time record for pre-season ticket sales had already been broken. This new record was set with sales of season box seats and season reserved seats alone—before any individual game tickets or blocks of tickets were offered for sale.

What caused this sudden enthusiasm?

Part of it was created by the Rangers' move from AA baseball to AAA classification, in the American Association, which has always been one of organized baseball's finest leagues. Much of the increasing enthusiasm must be credited, however, to the hard work of the Rangers' management.

In only his second year as owner of the Rangers, J. W. Bateson has conducted a vigorous campaign to strengthen the baseball club both on the field and in its management. A number of new players and new executives have been added to the club.

New general manager of the Rangers is



Stan McIlvaine: A 15-year baseball front office veteran and former general manager at Houston, McIlvaine is considered one of the finest young men in baseball. He is aided in the Rangers' front office by Business Manager Paul Manasseh and Public Relations Director Bill Higdon, both with extensive baseball experience. Manasseh was public relations director for the Denver Bears last season and Higdon has served with the Baltimore Orioles, first in the American Association and later in the American League.

An extensive campaign has been carried on by the Rangers to bring their story to Dallas and area fans. By March 1, more than 22,000 fans had met players and staff members and had heard more about the 1959 Dallas Rangers. The Club's goal is to talk personally to 100,000 fans before opening day, in addition to reaching thousands of others through publicity and advertising.

The Dallas Chamber of Commerce Athletic Relations Committee will sponsor a parade on April 11 to welcome the Rangers to Dallas and help them open their season the following day. Such a parade was highly successful in 1958 and a similar success is expected this year.

To further increase baseball interest in the area, a Ranger Youth Booster Club has been formed, with all Dallas area boys and girls 16 years old or younger eligible for membership. At the first meeting of this group, 4,500 persons attended a rally and clinic sponsored by local amateur baseball associations and the Rangers. Former and present day players conducted the clinic, and the Rangers enrolled 3,200 boys and girls whose special privileges will include free grandstand admission to all Thursday home games when accompanied by an adult. An enrollment of 7,500 in this group is expected.

The Rangers also offer special reduced rates for groups and company nights at the ball park.

Burnett Field itself has been extensively

improved. A completely new red, white and blue paint job and the addition of a number of new seats are just two of the changes.

Just what sort of a league is this in which Dallas will play in 1959? Many fans have asked that question, and General Manager McIlvaine can answer it in one word. "Tough."

Other cities with teams in the league are Houston and Fort Worth, Texas; Omaha, Nebr.; Denver, Colo.; Charleston, W. Va.; Indianapolis, Ind.; Louisville, Ky.; and St. Paul and Minneapolis, Minn.

The League will be divided into an Eastern and a Western Division. Dallas will play in the Western Division with the Denver Bears, Houston Buffs, Fort Worth Cats and Omaha Cardinals. Each club will play all other teams, in both divisions, 18 times during the season.

Just one step below the Major Leagues, the American Association has been the final proving ground for many famous baseball stars. Dallas fans can expect to see this summer many players who will be going directly from the American Association to Major League stardom.

Several of the teams have working agreements with American and National League clubs, and some are owned outright. Major League teams represented by affiliates in the American Association in 1959 will be Detroit, Chicago White Sox, Milwaukee, Boston, St. Louis and Los Angeles. Dallas, Houston, Fort Worth and Denver will operate as independent teams.

There are only two other leagues of AAA status. They are the Pacific Coast League and the International League. Each year the playoff champion of the American Association meets the champion of the International League in the Little World Series, a best-four-of-seven games competition.

Dallas will play a 162-game schedule, opposing each other club 18 times during the regular season. These games will be divided evenly on a home-and-home basis. Dallas will travel more than 18,000 air miles to meet its 81-game road schedule. After conclusion of the regular schedule, a four-team playoff will be held to determine the American Association representative for the Little World Series.

The Eastern Division No. 1 team will play the Western No. 2 team, with the Western No. 1 team meeting the Eastern No. 2 team. Winners of these best-of-seven will then meet in a seven-game series for the right to play in the Little World Series.

Securing players to enable the Rangers to meet the great challenge of Triple A baseball has been one of the major tasks

of McIlvaine since he joined the organization this winter. By mid-March he had assembled the roster of players on which the Rangers would depend primarily. With a 10-team league, however, the market for buying and trading players, always keenly competitive, has reached new heights.

The Rangers squad for 1959 is composed primarily of transfers from other AAA clubs, with many of the players having had Major League experience. There are several of the most outstanding players from last year's AA Rangers and a few other rising younger players whose baseball promise more than makes up for their lack of experience.

At press time, members of the team with Major League experience included pitchers Mike Clark, Al Corwin, Bill Harrington, Dave Hoskins and Mickey McDermott; infielders Owen Friend, Vinicio Garcia, Kal Segrist and Ed Stevens and outfielders Luis Marquez and Carl Powis.

The squad consists of eight men who played AAA baseball last season and 14 who were with clubs in AA leagues. Ten of these are returnees from the Rangers of 1958. They are pitchers Dave Hoskins, Joe Kotrany and Jim Tugerson; catcher Art Bowland; infielders Jack Caro, Keith Little and Paul Rambone; and outfielders Art Dunham, Dick Getter and Carl Powis.

Other players will probably be added to the team before it returns to Dallas. The Rangers began their spring exhibition schedule on March 22 in Florida and will conclude it in Dallas on April 8 with an afternoon game against Kansas City of the American League, and on April 9 with their traditional evening contest with the Southern Methodist University Mustangs.

Sports, Boat, Vacation Show Set

People of widely varied races and nations will come together April 11 to stage the Southwest Sports, Boat and Vacation Show for a nine-day run. The show is sponsored by *The Dallas Morning News* and Radio-Television Stations WFAA.

The most popular entertainers from four countries will join with those of this country for a fast moving stage and tank revue.

Exhibitors will have displays not only from the Arctic Circle to the Texas Gulf Coast but also from six other nations.

The nation's largest manufacturers of fishing tackle and sporting goods will show the latest productions in this line with demonstrations.

The boats and motors section will feature a 40-foot Cris-Craft cruiser, the largest boat ever seen in Dallas. In contrast there will be folding boats, runabouts and all manner of marine accessories.



PLANTING

Almost anyone can plant a seed.
The skill of the planter, however,
is always judged by his yield.

The yield of good advertising—
is profit.

For every dollar you plant in
advertising—your yield should
be many times greater than
the seed.

Check your present advertising.
If it's sterile—call or write us.
We'll welcome the challenge of
improving your yield.

Ted Workman Advertising

INCORPORATED
8800 HARRY HINES, DALLAS

Dedicated to progress through better
advertising, marketing, merchandising,
and public relations services.

Member of

AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

Key to Dallas, The \$25 Billion Market

Complete listings of products and services available in Dallas were distributed in March throughout an area with a population of over 20 million and with an effective buying income of over \$25 billion.

The distribution came through the "1959 Key to Dallas," the most complete directory of Dallas business ever published. Copies of the book were mailed free to all Chamber members and were also distributed to purchasing agents and potential buyers of Dallas goods and services through the primary Dallas market area of Texas, New Mexico, Oklahoma, Louisiana and Arkansas.

The book, which contains the only complete roster of the Dallas Chamber membership, contains a list of more than 2,500 business products and services available in Dallas — with some 30,000 separate classified and alphabetical listings. It includes all business and professional categories as well as a listing of all manufacturers and wholesalers. Only members of the Dallas Chamber are listed.

The "1959 Key," which was edited by William A. Rosamond of the Chamber staff, contains a complete alphabetical roster of Chamber members, with each firm classified according to its function of business, type of industry and approximate employment. The book lists more than 5,600 business firms and professional offices, representing some 8,000 individual members of the Chamber. A new feature of the 1959 book is a special index guide sheet, with laminated tabs, to the alphabetical and 11 classified sections. This will make the new book much easier to use than older editions, according to Mr. Rosamond.

The alphabetical roster carries the name of the firm, street address, postal zone number, telephone number, principal function of business, approximate employment in Dallas County and key information concerning the firm's classified listings in the guide.

In addition to its listing in the alphabetical roster of firm, cross-referenced to the 11 classified sections, each member firm is listed an average of four times under product and service classified headings.

This year's "Key" contains a special two-page market promotion section. It cites the advantages of Dallas as a market center and gives information on markets

held here regularly. It lists 22 separate markets covering 17 weeks of the year. These range in size from the smallest with an attendance of 200 to the largest which has a regular attendance of 6,000.

The "1959 Key to Dallas" has a guaranteed circulation of 20,000. In addition to the copies mailed free to members of the Dallas Chamber of Commerce, local libraries and agencies interested in the development of Dallas, an additional 12,000 copies will be sent to purchasing agents and potential buyers of Dallas goods and services throughout a six-state trade area.

Member firms of the Dallas Chamber and out-of-town firms and organizations on the mailing list as potential buyers of Dallas goods and services will receive their initial copy free. Extra copies to members and others will be \$3 each.

The eleven classified sections of the "Key" are manufacturers-distributors-wholesalers; construction contractors; oil & gas production-mining and related field services; transportation-public utilities and public warehousing; retail trade, finance-insurance-real estate; personal and repair services; amusements — hotels & motels — radio & TV broadcasting; business & professional services; non-profit membership organizations; city-county-state & federal government offices.

WILLIAM A. ROSAMOND, left, editor for the "1959 Key to Dallas" turns the job over to George F. Dodgen, his successor as manager of the Research and Central Records Department of the Dallas Chamber.



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The Graduate Research Center:

Ambitious Dallas Plan for Science and Technology

The Board of Trustees of the Graduate Research Center, Inc., of Dallas announced in March that contributions totalling \$750,000 had been granted to the institution by three private Dallas foundations which make it possible to create an actual Center.

The Graduate Research Center is a private corporation conceived and organized to advance knowledge of pure science and applied sciences such as chemistry, physics and engineering, in cooperation with Southern Methodist University and its Graduate School.

The Center was established in October, 1957, under the joint sponsorship of SMU and the Dallas Chamber of Commerce. Its purpose is to provide academic training in pure and applied sciences at the graduate level and to undertake research in these fields for industrial, educational and governmental institutions.

Members of The Graduate Research Center's Board of Trustees are Harry Bass, Sr., T. C. Forrest, Jr., Harvey Gaylord, Cecil H. Green, Erik Jonsson, J. L. Latimer, Lewis W. MacNaughton, H. Neil Mallon, Stanley Marcus, C. J. McCarthy, L. F. McCollum, Robert McCulloch, Eugene McDermott, Eugene McElvaney, John E. Mitchell, John G. Pew, Gardiner Symonds, C. A. Tatum, and W. C. Windsor, Jr.

The Center and SMU Graduate School will combine their efforts in basic science and engineering — although some of their facilities may be physically separated — and do so by means of a joint committee.

Contributions of \$250,000 have been pledged to the Center by each of the following: A Foundation representing Texas Instruments Incorporated and Geophysical Service, Inc., of which Erik Jonsson, Cecil H. Green and W. C. Edwards, Jr., are trustees; a Foundation representing Mr. and Mrs. Erik Jonsson and children, Philip R. Jonsson, Kenneth A. Jonsson and Miss Margaret Jonsson; and a Foundation representing Mr. and Mrs. Eugene McDermott and daughter, Miss Mary McDermott.

Both Mr. McDermott and Mr. Jonsson were active in the founding of the Center and serve on its Board of Trustees, with Mr. Jonsson serving as the Center's first and present Board Chairman. Each of the private foundations was formed to permit the making of grants for educational, cultural and medical projects.

The Graduate Research Center came into being as a result of the foresight of Dallas leaders and their and SMU's desire to meet demands for advanced research and technical education for business, industrial, governmental and university and college personnel in the Dallas-Fort Worth region and in the whole Southwest.

Its autonomous but cooperative association with a University with a graduate faculty and library and equipment facilities such as SMU's is unique. The Center is conceived as a trail-blazing operation in the scientific cooperation of industry and private education which many feel is essential to the future

progress and prosperity, and perhaps preservation, of our society.

It is believed that the presence of The Graduate Research Center will give Dallas a center for the advancement of scientific and technological knowledge comparable to any in the nation and without parallel in the Southwestern United States.

The Center will undertake programs in a broad range of scientific fields. Basic research projects in the earth sciences and in the problems of human hearing will get under way immediately as its first programs.

The Center's first building will be a library in the fields of science, mathematics and engineering and administration headquarters, to be erected on the campus of SMU. Center trustees have expressed the hope that construction can begin this year. It is envisioned by the trustees of both the Center and SMU, however, that the new institution's growth and the impact of its activities on this region and the nation will be such ultimately as to require a large number of buildings.

With the Center now definitely established efforts will be intensified to bring an outstanding scientist-administrator to Dallas to become its permanent director, the trustees announced. A committee of trustees has been devoting itself to this for the past year and is expected to bring its efforts to fruition soon.

The Fellowship of the Center will consist of local scientists and engineers whose knowledge in the fields of their scientific and technical fields qualifies them for such affiliation. Many of them will be teaching Fellows who will supplement instruction in the Graduate School by SMU's graduate faculty, whose dean is Dr. Claude Albritton. Granting of master's and doctor's degrees and all other academic matters will be done through the university.

In commenting on the contributions, Dr. Willis M. Tate, President of Southern Methodist University, said:

"The Center will give the scientific and technical men of our area a central organization around which they may rally for purposes of advancing knowledge of the pure and applied sciences. To date there has been no such organization, so that the local scientific community — though unusually large for a city the size of Dallas — has not been able to make its proper contribution to the intellectual growth of the country.

"The generous initial gift of the foundations of Mr. Jonsson and Mr. McDermott and the GSI-TI Foundation, brings the dream of this great Science Center into reality.

"With this first facility of a fine science library and headquarters building on the SMU campus, the program of The Graduate Research Center goes into active operation. With the addition of a topflight director, the Center will build and expand in scope, eventually comprising extensive physical facilities and thrilling programs of research and instruction. I think that very soon The Graduate Research Center in Dallas will rank with any such center of creative scientific endeavor in this nation or the world."

ONE-DAY DRIVE IS ANNOUNCED

Membership Committee Chairman Marvin L. Davison announced that the Chamber's annual "One Day" Membership Drive will again be held during the month of April. The drive will be "kicked off" at a luncheon in the Terrace Room of the Baker Hotel on April 9. Two hundred and fifty temporary workers are expected to join the permanent 144-man committee to make a minimum of 3,000 calls to prospective firms and professional men between April 9 and the "report" luncheon on April 23.

Chairman Davison also announced that the 1959 committee ended its second month of operation with a total of 328 memberships which is two memberships over the self-imposed quota of 326 for the two-months period. He further stated: "We have our organization of the 144-man committee complete now and certainly expect to make the goal of '1,959 in '59.'"

In the race for the three "President L. T. Potter Trophies," standings at the end of February were: First place, Section #2 (VC Bill Shaw) 80 memberships; Second place, Section #4, (VC Cliff Bivens) 67 memberships; Third place, Section #3, (VC Oliver Erickson) 56 memberships. Runner-up to the top three was Section #7 (VC John C. Wantland) with 32 memberships.

During the month of February, Membership Committeeman Richard Ingram qualified for his Life Membership by sponsoring his 100th member within twelve consecutive months. Presentation of his award will be made in May. Multiple Life Memberships were also earned during the month. VC Jack Wantland earned his fourth; Jerome K. Crossman, his fifth; and John J. Hospers, his sixth. Mr. Hospers is the first individual in the history of the Dallas Chamber to receive a Sixth Life Membership. These multiple Life Memberships will be presented at the "One Day" Drive "kickoff" luncheon on April 9.

Professional

ARLOT ELECTRONICS, 4606 Travis St.; Wm. W. Barr (Jim Shipp)

CARTWRIGHT J. ASCHOM, D.P.A., 5631 Bryn Mawr (Jim Layne)

DICK DICKINSON, 1303 National Bldg. (Fred Garland)

EDDIE SPARKS COMMERCIAL PHOTOGRAPHY, 806 Interurban Bldg.; Eddie Sparks (Jim Layne)

Jerry Crossman Pays His Debt



●The day Jerome K. Crossman lost his year-old bet to W. C. Windsor, Jr., ears of the fun-loving Membership Committee tickled and tingled. The bet — which of the two could sponsor more members in 1958. The penalty — a vocal solo for the



HONORED SPOTS on the Marquee and in the lobby were given to Mr. Crossman by the Baker Hotel on the day he paid his year-old bet to W. C. Windsor, Jr. Left, paying off, he appears in full Torador costume at a packed meeting in the hotel's Terrace Room.



entire Membership Committee. The loser — Mr. Crossman, who paid.

And paid in full. To the delight of a packed luncheon crowd, he donned full operatic regalia and gave not a song, but songs — a complete concert.

At a later meeting, winner, W. C. Windsor, Jr., buried the hatchet under his soundproof helmet (picture, bottom left) and, together they warbled a paean of peace.

“Blow, bugle, blow

When one wishes to blow one's own horn, it's best to do it subtly. Therefore, we modestly quote Alfred, Lord Tennyson's couplet above and below, and hope you'll connect it with the smashing success of the BIG TOWN opening.

Just in case we're being too subtle, we'd like to say that the BIG TOWN opening was the largest, and most successful opening the Southwest has ever seen. And we'd like to say that we're responsible for a good part of this success.

Since an ad isn't an ad without a pitch, here's ours: we feel that we can do for you what we did for BIG TOWN — whether you're selling shopping centers, services or soap. We'd like to talk to you about our advertising and public relations services — without obligation to you, of course.

BEVEL ASSOCIATES
DALLAS & FORT WORTH

set
the
wild
echoes
flying ”...“



TOP HAND Awardees at March Membership Committee meeting are (l to r): John J. Hospers, Chance Vought; John C. Wantland, Texas Employment Commission; Charles Barrett, Texas Instruments; Joe Glickman, Margo's; and Bob Greenwald, Goodwill Industries. Committee Chairman Marvin L. Davison, right, made the awards.



VICE-CHAIRMAN Cliff Bivens receives the 31st Life Membership awarded by the Dallas Chamber. Left is Mrs. Bivens receiving gold Life Membership card from Chamber President L. T. Potter. Second from left is Mr. Bivens, and attending in his honor is his pastor, Reverend John W. Morphis of the Kessler Park Methodist Church.



MEMBERSHIP COMMITTEE Chairman Marvin Davison presents Top Hand Award to Vice-Chairman Bill Shaw (Dallas District Clerk) at February meeting.

Membership

NAMES 'N' PLACES OF TEXAS, INC., 1104 Main St.; Le Roy Adair (Joe Glickman)

Auto Services

CHET'S SINCLAIR SERVICE, 5200 Harry Hines Blvd.; Chester J. Fiorello (Dick Mullen)

DYER STREET AUTOMOTIVE, 5631 Dyer; Jerry Mahan (Jim Gibson)

Real Estate

WILLIAM BLESSING REAL ESTATE, 5602 E. Mockingbird Lane; Wm. Blessing (Jim Layne)

W. E. KLINE & COMPANY, 1007 Main St.; W. E. Kline (Cliff Bivens)

ERNEST M. CHISHOLM, 2112 Jackson (Ralph Breum)

Service Organizations and Individuals

AMERICAN INSTITUTE OF IND. ENG., 1803 Elder Drive, Arlington, Texas; Leo Tucker (Charles Barrett)

LARGENT PARKS, JR., 318 North St. Paul (Henry Lyon)

JUDGE JOE B. BROWN, Records Bldg. Annex (Bill Shaw)

W. B. ISOM, County Courthouse (Bill Shaw)

LARGENT PARKS, 210 Oil & Gas Bldg. (Ralph Sledge)

Employment Counselor

CINDERELLA OFFICE SERVICES, 910 So. Pearl Exp., Rm 207; V. H. Grogan (Jack Wantland)

Construction

RICHARD D. AUBREY, 226 West Turnpike Avenue (Jon Carsey)

E. M. CHARLES, LANDSCAPING, 8516 Midway Rd.; E. M. Charles (Jim Gibson)

NOLAN FOSTER, 4742 Gretna St. (Jon Carsey)

LA FOY CORP., 4655 No. Central Exp.; E. L. La Foy (C. O. Johnson)

BOB SATTERFIELD, 6035 Royal Lane (Bill Shaw)

Retail

DANIEL AND YARBOROUGH, 705 W. Garland Avenue, Garland, Texas (Leo Anderson)

JUSTICE HILLSIDE MAN'S SHOP, 356 Hillside Village; Milton C. Justice (Col. Frank Holmes)

PRESTON RECORD CENTER, 6134 Luther Lane; John Church (Vincent Rohloff)

ROYAL GLASS & MIRROR CO., 4814 Bengal; R. L. Gerry and R. B. Davis (J. I. Jordan)

DALLAS OFFICE MACHINES, 2547 Elm; P. L. Holyfield (Ned Meyerson)
 HALF SHEEL, 1324 Commerce; Cliff Hunsaker (Hugh Howard)
 DADDY-O'S, 10224 Midway Rd.; Hal Collins, Jr. (Jack Wantland)
 CORTY'S DRIVE IN RESTAURANT, 1515 Inwood Rd.; Luke Cortemiglia and Vince Tuminello (Carl Read)
 SHIRECREST, 2410 Shorecrest Drive; James Howell (J. M. Goodwin)

Transfer and Storage

ET & WNC TRANSPORTATION COMPANY, Second Unit Santa Fe Bldg., Rm. 522; Roy C. Long (John Smith)

Amusements

THE HOLIDAY DANCE CLUB, 1312½ Commerce; H. A. Brace (Jack Hoppers)

Printing and Publishing

THE FITCH PUBLISHING CO., INC., 300 Empire Bank Bldg.; Robert Walters (Jack Clark)
 THE COFER COMPANY, 3209 Commerce; Lyn Cofer (Carl Read)

Service

CONSOLIDATED ENTERPRISES, 2519 McKinney; Ellen Jones (Joe Glickman)
 CHARM INTERNATIONAL, 1309 Main, Carmelia Jahn (Joe Pool)
 ECONOMY PEST CONTROL SERVICE, 200 So. Haskell; J. D. Rushing (Hugh Howard)
 THE LLOYD-THOMAS CO., 1704 Life of Amer. Bldg.; W. M. Stubbs (Jack Curtis)
 RICHARDSON-PECK SCHOOLS, 901 Praetorian Bldg.; Mrs. Grace Richardson (Jim Layne)

Financial

ONE WILLIAM STREET FUND, 5031 Waneta; John B. Cornell (Cliff Bivens)
 BORROWERS SERVICE CORP., 504 Interurban Bldg.; Charles Kruglick (Jim Lane)

Insurance

NEW YORK LIFE INS. CO., Kerry Tandy, 1087 Magellan Circle (Bill Jones)
 KERRY TANDY, New York Life Ins. Co., 1087 Magellan Circle (Bill Jones)
 PHILLIPS INSURANCE AGENCY, 2331 Gus Thomasson; Geo. Phillips (Jack Curtis)
 PACIFIC MUTUAL LIFE INS. CO., 300 Tower Pet. Bldg.; Lonnie Heying (Tom Finney)
 STATE LIFE INS. CO. OF INDIANA, 1702 Commerce; Frank Wertz (Jack Hoppers)
 THORNTON INS. AGENCY, 7348

Committeeman Of the Month

Joe Pool has been a resident of Dallas for the past 46 years. He was graduated from old Oak Cliff High School (now Adamson High School), attended the University of Texas and Southern Methodist University. He received his law degree at Southern Methodist University in 1937. While he was a student at the University of Texas, he served as chairman of the Judiciary Council at the same time that Allan Shivers was serving as president.

For many years he was associated with his father, W. W. Pool, in the management of Direct Mattress Company, one of the oldest industries in Dallas. Mr. Pool also organized the Alden Comfort Mills in 1947, and still owns and operates this industry. He has been a practicing lawyer in Dallas since 1937, and is a member of the Dallas Bar Association, and the Texas Bar Association.

He served in Austin in the House of Representatives from 1953 through 1958. He has been a member of the appropriations, state affairs, revenue and taxation committees, top committees in the House. One of the highlights of his Legislative experience was serving as chairman of the subcommittee of the House Conservation and Reclamation Committee, which wrote and sponsored the Trinity River Authority Bill. This legislation has insured the future development of the great Trinity Valley. He was one of the House Floor leaders who stopped Houston's attempt to sabotage this bill.



JOE POOL

During World War II he served as a special investigator in Army Intelligence. Mr. Pool has also served as chairman of the House Special Investigation Committee, and served as a member of the Texas Industrial and Occupational Commission, and as a member of the Interstate Cooperation Commission.

A lifelong supporter of Dallas and the Chamber of Commerce, Joe Pool joined the membership committee in January of 1959.

He is a member of University Park Methodist Church and is a 32nd degree Mason and member of Hella Temple Shrine.

Joe Pool and his wife, Elizabeth, who live at 6118 Walnut Hill Lane are the parents of four boys; Richard, 16, a student at Hillcrest High School; Wesley, 8, a student at Preston Hollow Grammar School; John, 6, and Joe, Jr., 3.

Rockhurst; Mrs. W. L. Jack Thornton (Bill Shaw)

PREMIUM SERVICING CO. OF TEXAS, 209 Jefferson Tower; C. Ray Ward (Hugh Howard)

NURANCE cmfwcmf cm cmf cm cmw

Wholesalers and Distributors

SALLY BEASLEY, 1335 Dallas Trade Mart (James C. Henderson, Jr.)

PONCE BROS. GROC. & SPICE CO., 1312 McKinney; Joe Ponce (Jack Gidcumb)

ATKINSON SALES CO., 1011 West Davis; Oscar G. Feltner (Jim Gibson)

DALLAS ASPHALT AND EQUIPMENT., 3226 Cedar Crest Blvd.; W. E. Copeland (Dick Ingram)

FLANERY SALES CO., Dallas Trade Mart; Byron W. Flanery (Jim Gibson)

LONE STAR SUPPLY & EQUIP. CO., INC., 300-04 Rock Island Street; Wm. L. Pecena (Gail Risch)

P. J. SCANLON COMPANY, 2608 Inwood Road. P. J. Scanlon (Charles Barrett)

THORNTON PAPER COMPANY, 138 Cole Street; B. J. Thornton (Fred Garland)

ZIV TELEVISION PROGRAMS, INC., 853 Merc. Dallas Bldg.; Donald L. Borgdon (Joe Pool)

CALIFORNIA SPRAY-CHEMICAL CORP., 4330 North Centr. Exp.; A. S. French (Jack Wantland)

Membership

JACOBS IRON & METAL CO., 3330 Pluto Street; Michael Jacobs (Bill Shaw)

HARRY D. EDMISTON, 2717 Swiss (John Leedom)

CLAUDE F. FULTON CO., INC., 1410 Dallas Trade Mart; Claude F. Fulton (Jim Gibson)

MOUSSA ENTERPRISES, 740 Santa Fe Bldg., 2nd Unit, Stanley A. Moussa (Jim Cauthen)

PREMIUM BOOK & TOY CO., 1744 C. Proctor St.; Jim Dale (Jack Hoppers)

QUALITY WHOLESALE SANDWICH CO., 1505 Beaumont; Doyle Lord (Cliff Bivens)

TROY J. SNIDER, 2010 Cullen (Jack Wantland)

FRANK PILLSBURY MARINE SPORTS, 9300 Harry Hines; Frank Pillsbury (Les Millison)

Manufacturing

THE J. P. BOWLIN CO., 1209 Fort Worth Ave.; Don Gilbreath (Jim Gibson)

TACO HOUSE OF DALLAS, 2414 Illinois; W. L. Locklier (Cliff Bivens)

AMERICAN FOODS, INC., 8504 Chancellor Row; Dude Meenach and Hugh Fetty (Ralph Breum and N. W. Ryan)

PRINTASIGN SERVICES, 3908 Lemon; E. R. Tieberman (Harry McCaffrey)

SOUTHWEST RESEARCH INSTITUTE OF HYPNOSIS, INC., 6617 Snider Plaza, Suite 204-6; Jack M. Mirowitz (Bob Akins)

SAM T. HUDDLESTON, 513 Marshall St. (Jack Wantland)

Manufacturing

CAPP CANVAS PRODUCTS COMPANY, 1626 N. Industrial Blvd.; Maurice E. Capp (James C. Henderson, Jr.)

THE POWELL MACHINE & MFG. CO., 4000 Elm; W. W. Powell (Jack Wantland)

GENERAL ELECTRODYNAMICS CORP., 4430 Forest Lane, P. O. Box 517, Garland, Texas; Francis J. Salgo (Admiral A. C. Olney)

KEARFOTT CO., INC., 6211 Denton Drive; Lawrence Handloser (Admiral A. C. Olney)

Contractor

COMMERCIAL CONCRETE FINISHING CO., 2854 Fort Worth Avenue; James L. Argubright (Ned Meyerson)

L. B. STANFORD CONCRETE CONTRACTOR, 914 Morocco St.; L. B. Stanford (Leon Marshall)

W. L. ATTEBERRY, 2721 Bonnywood (Jim Gibson)

L. A. PETERSON, Gen. Contr., 3340 South Edgefield; L. A. Peterson (Bill Conklin)

TEMCO HOMES, 6743 Ascot Lane; Vaughn Williams, Jr., (Staff)

Professional

ARTHUR N. BISHOP, JR., 518 Gulf States Bldg. (Hugh Howard)

CONSUMER SERVICE CORP., 5008 Greenville Avenue; L. R. Cordet (Jack Kutner)

CHARLES STEVENS DILBECK, Arch., 3113 McKinney; Chas. Dilbeck (Oliver Erickson)

RICHARD S. KEIFFER, ACCT. & TAX SERV., 1634 Natl. Banker Life Bldg.; Richard S. Keiffer (Staff)

JOHNSON, BROMBERG, LEEDS & RIGGS, 19th Fl., Merc. Bank Bldg.; Wiley Johnson, Henri L. Bromberg, Jr., Wm. Latham Leeds & Arthur J. Riggs (Carl Read)

DON MAY, Advertising, 916 Davis Bldg.; Don May (Bill Jones)

FRED M. RAMSEY, Atty., Davis Bldg. (Oliver Erickson)

SERVICE STUDIOS, 2014 McKinney; Wm. O. Edwards (John J. Hoppers)

JOSEPH A. SHIRLEY & CO., P. O. Box 2201; Joseph A. Shirley (Arthur Stern)

W. OREN SWEARINGEN, JR., D.D.S., 182 Casa Linda Plaza (J. I. Jordan)

THORNHILL LANDSCAPE CO., INC., 5602 E. Mockingbird Lane; Roy T. Thornhill, Jr. (Tom Owens)

THIS MONTH IN DALLAS, INC., Merchandise Mart, Room 442; Abe Berger (Cliff Bivens)

ALICE TOWNSEND, 303 Davis Bldg. (Joe Glickman)

CHARLES F. KNUEPFER, 9815 Redondo Drive (Jack Wantland)

LEON LOBELLO, M.D., 3601 Swiss Avenue (Ralph Breum)

Wholesalers and Distributors

ENGELHARD INDUSTRIES, INC., 1125 Mercantile Dallas Bldg.; Wm. B. Ely (Tom Finney)

SUPERIOR WHOLESALE MARKET OF DALLAS, INC., 906 So. Harwood St.; A. C. Dunn, Jr. (John Horton)

FEDERAL DISTRIBUTING CO., 5319 Junius; L. M. Hayes (Pat Chandler)

HOWMARC SALES & SERVICE CO., 2026 Farrington; H. M. Cantwell (Nat Ryan)

PEDLAR & COMPANY, 2622 Cedar Springs; Mrs. Herbert Pedlar (Jim Henderson)

PAMACO, INC., 2719 Elm St.; Osias Blum (Jack Wantland)

W. W. RICHESON COMPANY, 712 2nd Unit Santa Fe Bldg.; Wm. W. Richerson (Pat Chandler)

SOUTHWEST DISTRIBUTORS, INC., 1210 Old Gate Lane; Charley Lockhart (Carol Neaves)

WHITE ROCK LUMBER CO., 9006 San Benito Way; Charles W. Kemp (Jack Hoppers)

CINCINNATI TIME RECORDER CO., 2133-A, Fort Worth Avenue; R. K. Stofer (J. M. Goodwin)

THE NORTHCUTT CORP., 8906 Chancellor Row; C. W. Northcutt, Jr. and C. J. Anderson (John Smith)

PAYNE & HOWARD, INC., 8604 Chancellor Row; John F. Howard (Ralph Breum)

PROGRESS ELECTRONICS OF THE SOUTHWEST, 1363 Crampton; Bob Hamm (John Leedom)

R & J BOX COMPANY, 906 So. Pearl Exp.; Roy E. Flowers, Jr. (Jim Gibson)

TEXAS LUMBER & SUPPLY CO. OF DALLAS, 324 Singleton Blvd.; John A. Bower (Tom Owens)

Oil

DORFMAN PRODUCTION CO., 836 Merc. Dallas Bldg.; Louis Dorfman, S. L. Florsheim, Jr. and H. J. Grebing, Jr. (Les Millison)

PETRO SOLVENTS, INC., 4721 Scyene Rd.; O. O. Ballinger (J. M. Goodwin)

INTERNATIONAL OIL CORP., 2512 Cedar Springs Rd.; Harold Baxter, J. B. Appling and Mac Desimone (Jerome K. Crossman & W. C. Windsor, Jr.)

Real Estate

EAST TOWN REAL ESTATE, 1303 South Buckner; Harvey Bennett (Jim Cauthen)

LIBBY WILLIAMS REALTY CO., 4607 Cole Avenue; Mrs. Libby Williams (David Locker)

Restaurants

THE HAMBURGER HOUSE, 1715-A Live Oak; Martin Levy (Cliff Bivens)

Employment Counselors

GOULD-MASSEY PERSONNEL SERVICE, 211 No. Ervay St.; Mrs. Louise Gould (Joe Glickman)

Insurance

METROPOLITAN LIFE INS. CO., 1404 Gulf States Bldg.; Frank Barbosa (Bill Jones)

SOUTHWEST INDEMNITY & LIFE INS. CO., 2013 Cedar Springs; Charles B. McKenzie (Dawson Sterling)

Membership

Publishers

PETROLEUM EQUIPMENT MAGAZINE, 5738 N. Central Exp.; James A. LeVelle (Raymond Percival)

Individual and Service Organization

D. V. MOTLEY, 1018 Gus Thomas Drive (J. T. Mayfield)

Auto Service

JOE E. AGNES HUMBLE PRODUCTS SERVICE STATION, 8104 Harry Hines (35); Joe E. Agnes (Jack Gidcumb)

ED HANVEY SERVICE STATION, 1401 Ross; Ed Hanvey (Leon Marshall)
KEEL'S GULF SERVICE STATION, Blackburn & McKinney; Larry B. Keel (Jack Gidcumb)

BRAU'S GARAGE, 537 West Commerce; R. L. Brau (Wm. Hill)

JIM HALL SINCLAIR SERV. STA., 7616 Military Parkway; James H. Hall (Jim Gibson)

Service

BENEFICIAL BUSINESS LOAN SERVICE CORP., 3918 Harry Hines Blvd.; H. B. Dobson, Hollis Mashburn and Edward W. Anspach (Andrew DeShong)

DINER'S CLUB, INC., 1803 Commerce; Nicholas Carifio (Les Millison)

FUGITT TREE SURGERY, 6048 Bryan Parkway; George W. Fugitt (Cliff Bivens)

HUDIBURN IMPORTS, INC., 2239 Cedar Springs; Ben Harr (Cliff Bivens)

J & S DELIVERY SERVICE, 4236 Scottsdale, Mesquite, Texas; Joel O. Berkstein (J. M. Goodwin)

SUTTON DELIVERY SERVICE, 2700 Logan; Thomas E. Sutton (Jim Gibson)

H-S TRAVEL SERVICE, INC., 1715 Pacific, Mrs. Claudine S. Downs (Jim Layne)

HARRELSON INSTRUMENT CO., 2435 Aznio Drive; Mrs. J. E. Harrelson (Bob Greenwald)

MIDWAY BARBERS, 10222 Midway Rd.; Jack Burkhalt (Jack Wentland)

ROSS AVENUE O.H.M. CORP., 4905 Ross Avenue; Tom Hixson (Jack Gidcumb)

Revaluation

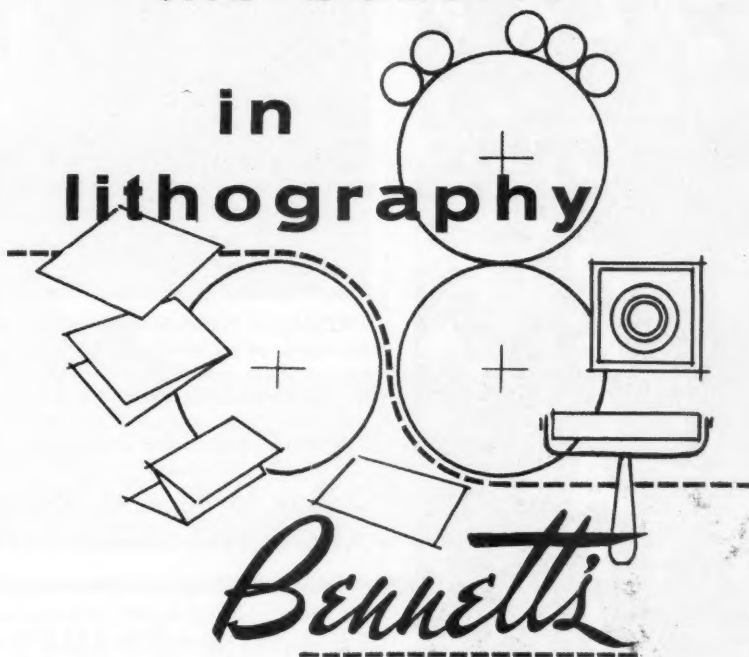
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BUSINESS MUSIC OF DALLAS AND FORT WORTH	HALL SPRINKLER COMPANY
CROTTY BROS. TEXAS, INC.	PEERLESS MANUFACTURING COMPANY

DALLAS • MARCH, 1959

the difference
that means
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Quality, speed and economy. These are the three features which make offset printing from Bennett's such a popular and practical method. Bennett's faithful reproduction of detail affords increased use of photographs, artwork and delicate color shading which will enhance your advertising promotion pieces and catalogs.

Call RI 1-3201 and ask to see a Bennett salesman today.

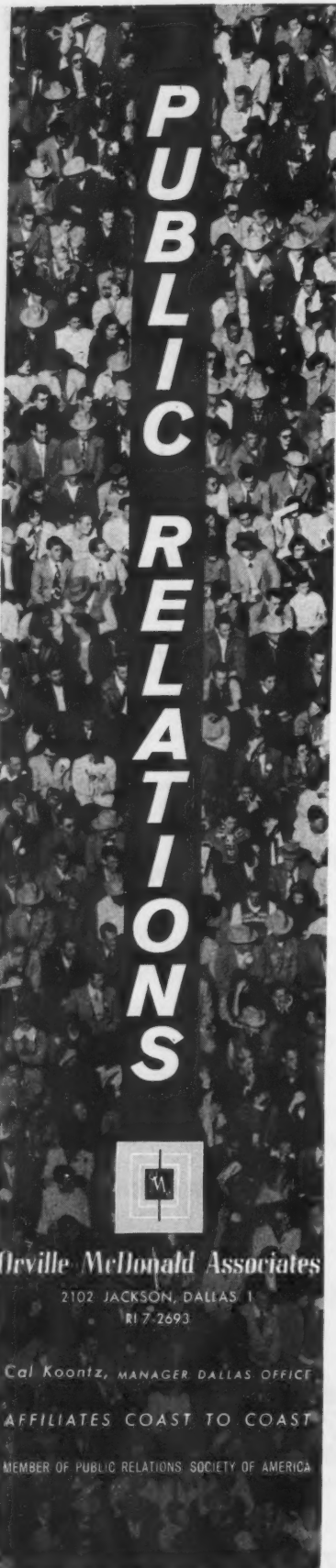
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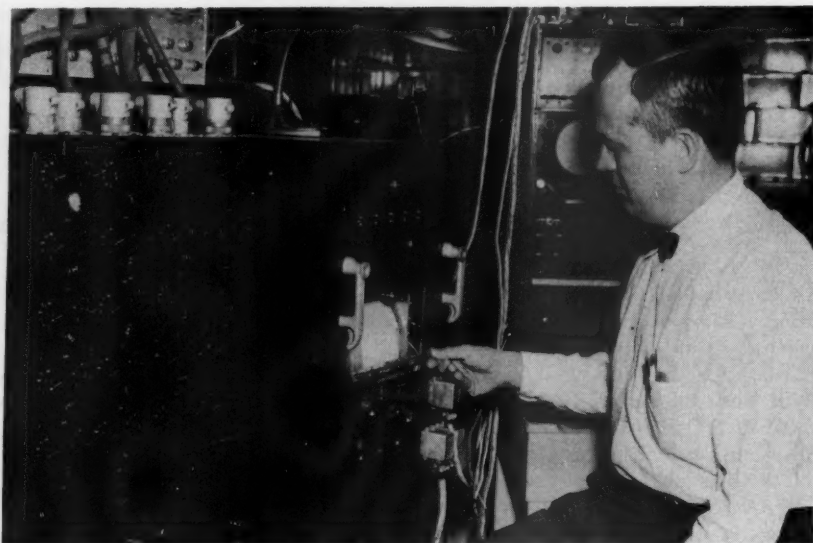
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CLUBS AND ASSOCIATIONS



SPECIALIZED ENGINEERING EQUIPMENT such as this geophysical field recorder will be displayed by leading manufacturers at the 11th Annual Southwestern IRE Conference and Electronics Show in Dallas. Here operator Joe Godbey of Atlantic Refining Co. records seismic data onto a magnetic tape which furnishes a monitor record in electrosensitive paper. Exhibits of radio and electronic equipment will be featured at SWIRECO, April 16-18, in the Dallas Memorial Auditorium.

Dallas to Become Nation's Electronic Show-Window At Eleventh Annual Southwestern IRE Conference

Dallas will become the show window of the nation's electronic and radio engineering industry when the 11th Annual Southwestern IRE Conference and Electronics Show (SWIRECO) is presented April 16-17, 1959, at the Dallas Memorial Auditorium.

Leading technicians, students and businessmen from all over the nation have been invited to attend SWIRECO when 10 scientific sessions and over 10,000 square feet of exhibits will reveal the latest advances in electronics theories and engineering devices.

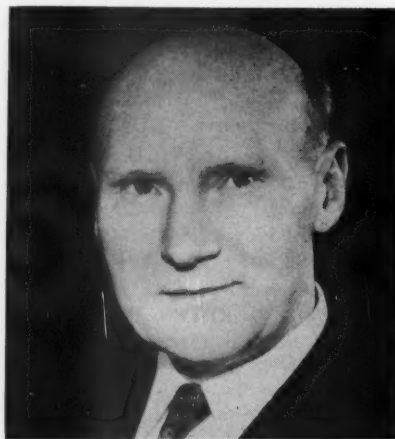
"Because of widespread interest in electronics and space rocketry, the Exhibition will be open to the public," according to Durward Tucker who is SWIRECO chairman and general manager of radio station WRR of Dallas.

Admission will be \$1.00. Mr. Tucker anticipates nearly 2,500 professional people will attend the three-day Conference and Show.

Dr. Ernst Weber of New York City, national president of the Institute of Radio Engineers, will be the keynote speaker on "Industry Day," April 16, during the SWIRECO program. Dr. Weber is also

president of the Brooklyn Polytechnic Institute and is considered one of the country's foremost educators in scientific engineering.

"Radio Ham Day" will be held on April 18 to which over 500 amateur radio



DR. ERNST WEBER, president of the Institute of Radio Engineers, will address the 11th Annual Southwestern IRE Conference on "Industry Day," April 16, at the Baker Hotel in Dallas. Representing some 75,000 electronic and radio engineers in the United States, Dr. Weber is a foremost authority on scientific engineering.

Clubs and Associations



WAITING TO GREET LEADERS of electronics and radio engineering at the 11th Southwestern IRE Conference and Electronics Show, April 16-18, are Dallas Mayor R. L. Thornton and John A. Green, SWIRECO Hospitality Chairman. Adopting the theme, "Reaching New Heights," the Exhibition will attract over 2,500 technicians, students and businessmen.

operators have been invited. They will view demonstrations of the latest "ham" equipment at a completely equipped amateur radio station which will be installed and in operation throughout the Southwestern IRE Conference and Electronics Show.

"Technical programs will be presented on some of the foremost electronic problems of the hour," says John Albano of Texas Instruments, Inc., president of the Dallas Chapter of IRE.

Sessions will be held on the following topics: detection systems and techniques, communications, solid state electronics, computing techniques, new component technology and applications of solid state techniques. "Sessions will also be held on medical electronics and circuit theories," Mr. Albano adds.

Most of the technical subjects to be presented at SWIRECO appear involved and complex to the average layman; but, of course, to the world of engineering, the topics represent new and significant information to speed the progress of electrodynamics. Typical title of papers to be presented is one by Dr. C. Gordon Peattie and Dr. W. R. Savage of Texas Instruments, Incorporated of Dallas. It is called "Studies of Surface-Conductance Modulation in High-Resistivity P-Type Silicon."

Some SWIRECO topics will have broader industrial interest such as "Ultra-

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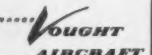
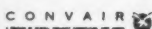
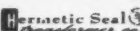
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Clubs and Associations

Simplification of Television Camera Design" by S. M. Zimmerman, president of Electron Corporation of Dallas.

A forum on science education will be moderated by Dr. Archie Straiton, chairman of the Department of Electrical Engineering at the University of Texas. Later, special recognition will be given to the three students who have submitted the most outstanding papers on electronic study and research, according to Dr. F. E. Brooks of Collins Radio Co., who is the SWIRECO chairman of Student Activities.

Other Dallas members of SWIRECO Committees are Dr. Gordon Teal of Texas Instruments, Inc., vice chairman; and A. R. Teasdale of Temco, secretary-treasurer.

Additional Committee chairmen serving SWIRECO from various Dallas companies include: Frank Seay, technical program; Tom Daniels, inspection tours and transportation; and student activities, Dr. F. E. Brooks; all of Collins Radio Co. Also Harry Owens, registration; and Norman Miller, housing; of Texas Instruments, Inc. Jim M. Weldon, publicity; and Mark Bullock, sections co-ordinator; of Continental Electronics Co. Earl Lipscomb, president of Earl Lipscomb Associates, banquet; John McNeely, Southwestern Bell Telephone Co., exhibits; and John A. Green, president of John A. Green, Co., hospitality.

Field trips and plant tours to major installations of modern electronic equipment will also serve as a SWIRECO highlight. Group visitations will be made within Greater Dallas to the Semiconductor Division of Texas Instruments, Inc., the antenna laboratories of Temco; and the micro-circuitry facilities of the Varo Manufacturing Co., at Garland. Arrangements have also been made for a tour of Aircraft Control & Warning Site at Duncanville.

Civic and industrial leaders in Dallas are especially invited to visit what is "probably the third largest electronics trade show in the nation," according to SWIRECO chairman Tucker, "the others being held annually in Los Angeles and New York."

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Clubs

Everett

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Auto tional i sentativ in the Allied g nized 3,500 n nearly United

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DALLA

Clubs and Associations



EVERETT

Everett Named by Auto Boosters. T. H. (Tommy) Everett of Dallas was elected secretary of Automotive Booster Clubs International, at the annual convention of Booster Representatives from all over the United States and Canada held in Chicago recently. Mr. Everett is president of Monkey Grip Sales Company of Dallas, manufacturers of tire and tube repair materials, tread rubber, auto mats and other allied items.

Automotive Booster Clubs International is an organization of sales representatives and executives of manufacturers in the Automotive After-Market and Allied Industries. The first club was organized in 1921. Today there are over 3,500 members, with a club organized in nearly every major marketing center in the United States and Canada.

The objectives of the Booster organization are concerned with the betterment of business relationship within the Automotive, Aeronautical, Nautical and related industries, and reach into many areas of aid to member Boosters and their families, as well as to numerous local and national charities.

★

Industrial Distributors Name Reed. The North Texas Industrial Distributors' Association has elected T. J. Reed as president.

Mr. Reed is vice-president and a director of Briggs-Weaver Machinery Company.

R. L. Cottingham, of Cottingham Bearing & Service Company of Dallas, was elected first vice-president. Other officers named include Darrell Manley, Briggs-Weaver Machinery Company, Dallas, second vice-president; and Harrell Wilson of Southwest Industrial Sales, secretary-treasurer.



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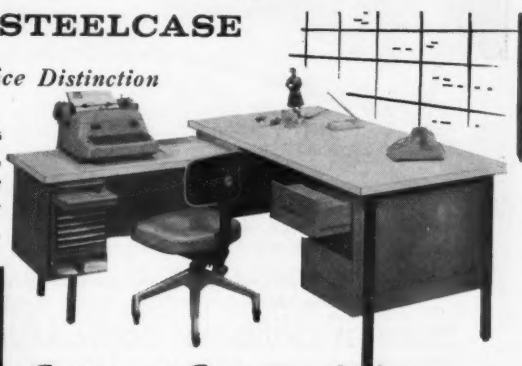
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Clubs



MARTIN

Martin Elected Electrical Group Chairman. Lawrence Martin, manager of the North Texas Chapter of the National Electrical Contractors Association, has been named chairman of the Chapter Managers Institute.

Membership in the Institute includes representatives from the 125 association chapters throughout the United States and staff members of the National Association.

★

Cotton Men Elect Taylor. A. Starke Taylor, Jr., 1958 vice-president of the Dallas Cotton Shippers' Association, has been elected president of the organization.

The association, made up of cotton shippers who are members of the Dallas Cotton Exchange, named William C. Helmbrecht, Jr., vice-president.

Mr. Taylor is the junior member of the firm of Starke Taylor & Son. Mr. Helmbrecht is the junior member of the firm of Helmbrecht & Company.

★

Rucker Named Exhibit Managers' Officer. Joseph B. Rucker, Jr., manager of the sales and special events department of the State Fair of Texas, has been elected vice-president of the National Association of Exhibit Managers.

Mr. Rucker has been a member of the organization for the past five years and has served on its board of directors for the past two years.

★

Kepke Heads Petroleum Club. Robert E. Kepke, president of British-American Oil Producing Company, has been elected president of the Dallas Petroleum Club.

Other new officers are Bert Fields, vice-president; Don Chapell, secretary; M. W. Patterson, re-elected treasurer, and H. H. Boyer, assistant treasurer.

DALLAS • MARCH, 1959

Clubs



HAMMOND

Hammond Chosen to Head Public Relations Group. The North Texas Chapter of the Public Relations Society of America has elected F. Darby Hammond, executive director of Southwest Insurance Information, 1959 president.

Named to serve with Mr. Hammond were Irvin S. Farman of Fort Worth, vice-president; Leonard L. Holloway of Dallas, secretary, and Don MacIver of Dallas, treasurer.



BUCHHEIT

Buchheit Installed as Credit Group Head. R. H. Buchheit has been installed president of the Dallas Association of Credit Management.

Other officers are Sam C. Scruggs, Jr., first vice-president; Lee Keltner, second vice-president; Frank C. Carter, Jr., treasurer, and G. E. Lawrence, secretary-manager.

The Dallas association will be host to about 2,500 delegates representing 35,000 members of the National Association of Credit Management at its 63rd Credit Congress in May.

Beechcraft in Business No. 5 in a Series

In photo: Stanley Norris, left, takes delivery on his firm's new 1959 Bonanza from George Hubbard, vice president of J. R. Gray Company.



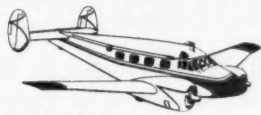
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NEW AND EXPANDING BUSINESS



THE TWO-STORY suburban branch of the Dallas Federal Savings and Loan Association, now under construction, will provide drive-in teller windows to the north and vehicle circulation on all four sides of the building.

Dallas Federal Builds New Branch.

The Preston Center Branch of Dallas Federal Savings and Loan Association, now being erected at Northwest Highway, Ames Street and Berkshire Lane, will have a total area of 22,891 square feet on its two floors and will be completely year around air-conditioned. Parking for 33 cars will be provided.

Dallas Federal opened its Preston Road Branch in 1951, and since that time it has outgrown the present quarters at 8309 Preston Road. The popular "Dallas Federal" room which more than one hundred different organizations use each year, will be enlarged and an electric kitchen provided which clubs and church groups may use without charge.

D. H. Mackay, vice-president, is manager of the Preston Center Branch.

George L. Dahl is architect and engineer for the branch; general contractor is J. E. Morgan & Sons. Sub-contractors are Matthews Engineering, mechanical; Ray Smith Electric Company, and Hunter-Hayes Elevator Company.

▶ Campbell Chain Company of York, Pennsylvania, has moved its Southwest headquarters from Houston to Dallas. For the present, the firm will warehouse at Koon-McNatt, 1100 Cadiz Street. Dave Ruffin is Southwest territory manager for Campbell Chain. The company deals primarily with oil field supply firms, large industrial concerns and wholesale hardware supplies.

▶ Texas Furniture Industries, Inc., manufacturers of mosaic and wood tables, sofas and patio furniture, has opened a building at 1220 Manufacturing Street in the Trinity Industrial District. This is a new company organized in Dallas to operate on a nation-wide basis. Its facilities in-

clude air-conditioned offices, manufacturing areas, warehouse space and truck docks. E. D. Mitchell is president of the firm.

▶ Lyles-DeGrazier Company occupied new quarters in the Texaco Building, 1514 Commerce, on February first. The firm's diamond department is being enlarged and a special sales room is being added to handle this department.

▶ The Robert E. Eastman and Company, Inc., has opened a Dallas office to serve the southwest. The firm acts as national advertising sales representative for a list of major market radio stations throughout the country. Al Carrell, vice-president of the Sanders Advertising Agency, Inc., for the past six years, has been named manager of the new branch.

▶ The Quality Park Envelope Company of St. Paul, Minnesota, has opened a branch sales office and warehouse at 2150 Irving Boulevard in the Trinity Industrial District. This is a new operation for Dallas as heretofore the company has been represented by manufacturers' agents. Ben Davis is district sales manager. The building, which has air-conditioned offices, is served by rail trackage and truck docks. Lee Gentry of Moser & Company, realtors, handled the lease negotiations.

▶ Mosler Safe Company has leased space for its Dallas sales office in the Harry J. Garrett Building, 1056 West Mockingbird Lane in Brook Hollow Industrial District. Robert Walls is district sales manager in Dallas, and Joseph Lutz is field manager. Commercial Realtor Harry J. Garrett, owner of the building, handled leasing negotiations.

New and Expanding Business—

► Frank Pillsbury Marine Sports has opened for business at 9300 Hines. This is the former retail store of Bill Bell Marine sales, recently purchased by Mr. Pillsbury, who was formerly sales and promotion manager for the firm. Gene Norton will assist the new owner of the store as salesman. A line of boats by leading manufacturers and a complete service department is provided by the new enterprise.

★

► Joseph T. Ryerson & So, Inc., has acquired the Dallas and Houston plants and stocks of Vinson Steel and Aluminum Company. The Ryerson firm is a nationwide steel distributing subsidiary of Inland Steel Company. Mr. Vinson plans to give his full time to the Vinson Supply Company, an oil country goods and industrial supplier with warehouses at Dallas, Houston, Odessa, Amarillo, Farmington and Tulsa, Oklahoma.

★

► W. A. Green's has announced plans for its first suburban department store to be built in the South Oak Cliff Shopping Center, located at Kiest Boulevard and Lancaster Road. The new store, designed by Williams & Surles with interior design by Allen Dahme, will include all departments that W. A. Green's has in its downtown store. It will occupy 88,000 square feet and the opening is slated for next fall or early next winter. W. L. Wyman is building the shopping center.

★

► Donahue Sales Corporation, national distributors of packaged Talon zippers, has moved into its new Southwestern headquarters building at 8816 Directors Row in the Brook Hollow Industrial District. Bill Campbell and Bob Lynn of Campbell and Campbell, Realtors, handled the real estate negotiations for the facility, and Charles P. Freeman was the builder.

★

► Charles E. Bruning Company, Inc., is occupying its new Dallas branch office at 1936 McKinney at Harwood. The Bruning organization, with headquarters in Mount Prospect, Illinois, is a major supplier of engineering products and complete reproduction services to the engineering and architectural professions. The new Bruning plant, designed and constructed by Texas firms, provides 11,000 square feet of reproduction and warehousing facilities. A large area has been designated for customer parking. Howard E. (Howdy) Pound is branch manager.

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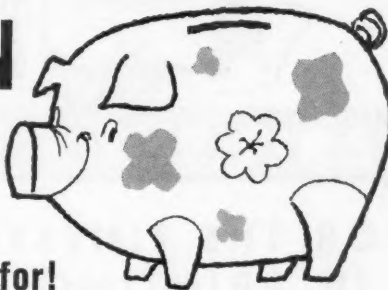
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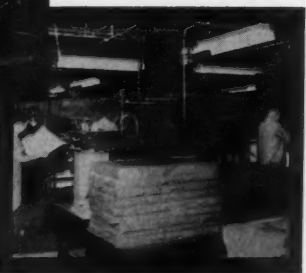


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New and Expanding Business—

► Delhi-Taylor Oil Corporation's vice-president of manufacturing and marketing, Fred P. Sewell, and his assistant, Carroll C. Cook, have moved into the company's main offices in Dallas. The manufacturing headquarters had been located at Delhi-Taylor's refinery in Corpus Christi, Texas. Mr. Sewell is a graduate of Texas A. & M. College with a degree in mechanical engineering. Mr. Cook holds a Bachelor of Business Administration degree from the University of Texas and a Master of Business Administration degree from Harvard.

★

► Cattlemen's Steak House — called the "big brother" of the nationally famed Cattlemen's Steak House in Fort Worth, has opened at 2007 Live Oak in Dallas after a year and a half of planning and construction.

The new Cattlemen's was built and equipped at a cost of a quarter-million dollars. The owner and operator is Jesse E. Roach, who created the original Cattlemen's and also owns and operates The Farmer's Daughter restaurant in Fort Worth.

★

► Eddie Sparks, former New York newspaper photographer, and more recently with John Messina Studios in Dallas, has opened his own commercial photography firm with studios in the Interurban Building. At one time, Mr. Sparks was chief photographer of Curtis-Wright Corporation. He is a member of the Dallas Professional Photographers Association.

★

► Steel Specialty Company of Texas has been organized and headquarters established at 1729 Levee Street in the Trinity Industrial District. The firm distributes truck body and truck trailer parts and equipment. J. W. Helm is president and general manager. The new facility has air-conditioned offices and a warehouse area served by rail trackage and truck docks. Lease negotiations were handled by Moser and Company, realtors.

★

► Copease Corporation of Texas has been formed by Charles E. Hallenborg, president of Copease Corporation of New York City. The new branch, with headquarters at 2206 Irving Boulevard in the Trinity Industrial District, will handle sales and service of Copease photocopy machines, paper and supplies in the Dallas, Fort Worth and Houston area. Walter Farmer has been named district manager of the corporation.

New and Expanding Business

► Weather Products, Inc., of Hialeah, Florida, has opened a new regional office and warehouse at 331 Cole in the Trinity Industrial District. The company handles aluminum glass sliding doors, entrance doors, jalousie windows and other aluminum products. Ferrol Goodroe will head the Dallas division. Robert L. Shaw of Watson & Watson, realtors, handled the lease negotiations.

★

► Englehard Industries, Incorporated's sales representative, William Brewster Ely, has established his offices at 1125 Mercantile Building. Englehard has its executive offices in Newark, New Jersey, and operates fifteen divisions under a unified corporate management. Mr. Ely will represent all of these divisions in this area.

★

► Studio Bookshop, owned by Robert Joyce, has opened at 208 Marsh Lane, Village, featuring a complete line of books, greeting cards, a rental library, picture framing department, gifts, and art objects. Studio Bookshop also will carry museum reproductions of both primitive and contemporary sculpture.



Allied Finance to Add Two Floors to Home Office Building

This artist's sketch shows the home office building of Allied Finance Company at 2808 Fairmount as it will look after it is enlarged this spring. The addition of two floors to the present structure, built only four years ago, will provide 22,000 square feet of space for the expansion of Allied's facilities. George L. Dahl is the architect, and the contractor for the addition is J. E. Morgan & Sons of Dallas.

► The Grinnan & Figuers Insurance Agency, a merger of the Lewis Grinnan Insurance Company, Dallas, and the Figuers Insurance Agency of San Angelo, has been approved by the Federal Housing Administration. It will operate throughout Texas and parts of Kansas. Officers

of the new corporation are Lewis P. Grinnan, Jr., president; Norfleet Figuers, executive vice-president; J. M. Sanders, and R. W. Davenport, Jr., vice-presidents; Arthur F. White, secretary-treasurer and comptroller, and Carl Cotton, Jr., assistant secretary-treasurer.

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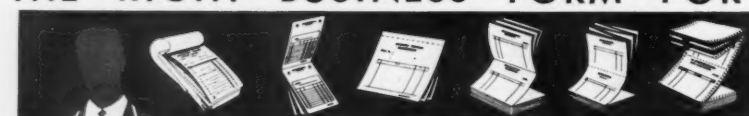
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New and Expanding Business—

TI Begins Multi-Million Dollar Addition.

Texas Instruments Incorporated has started construction on a 192,000-square-foot addition to the firm's present 310,000-square-foot Semiconductor-Components division plant. The addition will represent an investment of approximately \$2,800,000, exclusive of the land, and in design and construction will conform in all respects to the present building of which it will become a part. The architects are O'Neil Ford and Richard Colley. Robert E. McKee General Contractor, Inc., of Dallas, is the builder.

★

► Avery Air Conditioning, Inc., a new Carrier dealership, has been opened at 12987 North Central Expressway. Richard J. Avery, Jr., president and general manager of the firm, has had seven years experience with Carrier products, and is a graduate of Carrier Corporation's Engineering and Design School in Syracuse. Vice-president of the company is Robert B. May, who has had ten years experience in Carrier engineering and sales. A. M. Bowers is associated with Avery as installation foreman.

★

► Electronic Equipment Company, wholesale distributors of electronic components, has opened an office-warehouse facility at 1801 North Industrial in the Trinity Industrial District. The building provides air-conditioned offices and a warehouse served by truck docks. This is a new company for Dallas, with radio and television supplies making up its major lines. Leonard Schmitt is assistant general manager in the Dallas office.

★

► Texas Ice Machine Company has moved its home and general offices to larger quarters at 2560 Irving Boulevard in the Trinity Industrial District. Former location was 2918 Blackburn. The firm, headed by Ben Y. Colgin, distributes ice machines in some sixty-one East Texas counties.

★

► Falcon Manufacturing Company, manufacturers of dinette furniture, has opened an assembly plant for its wooden dinette suites at 1105 Levee Street in the Trinity Industrial District. The brick facility has air-conditioned offices and a manufacturing area served by rail trackage and truck docks. Larry Whitcomb is in charge of the new plant; George McNeff is president of the firm which has its home office in Dallas.

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New and Expanding Business—

Pacific Mutual Plans New Dallas Headquarters. Pacific Mutual Life Insurance Company will erect a new regional headquarters building on a portion of five acres of wooded land along the east bank of Turtle Creek. The new Dallas headquarters, to be located at the southeast corner of Turtle Creek Boulevard and Bowen Street, is to be called Turtle Creek Plaza.

The building will house all of Pacific Mutual's Dallas operations, including the Dallas Agency managed by W. P. (Pete) Whaley, C.L.U., the Dallas Group Office in charge of Richard M. Russell, the District Claim Office under R. J. White and the District Mortgage Loan Office managed by Leonard A. Huffhines.

The majority of the five acres of land, representing an investment in excess of \$300,000 was purchased from H. D. Lewis and Mary Rebecca Lambreth through real estate Broker B. David Benfer, Jr. Pacific Mutual was represented in the transaction by the Dallas legal firm of Thompson, Knight, Wright and Simmons.

Preliminary grading and landscaping will begin immediately by the Lambert Landscape Company, with completion of the building scheduled for next fall.

★

▶ The Northcutt Corporation, wholesale distributor of drug sundries and variety store merchandise, has occupied a new Southwestern headquarters building at 8906 Chancellor Row in Brook Hollow Industrial District. The 10,000-square-foot facility has two truck doors, provides off-street parking and is served by a Rock Island spur. The company is a new operation in Dallas. Charles W. Northcutt is president; Mrs. Minnie Lee Northcutt is vice-president, and C. R. Smith is secretary-treasurer. Hank Dickerson of Majors & Majors, realtors, handled lease arrangements on the building for Morris Spencer, owner.

★

▶ Peter Hand Foundation, supplier of vitamin and antibiotic premixes to the feed industry, has opened a new plant in Dallas at 130 Howell in the Trinity Industrial District. The Dallas facility will serve Texas, Oklahoma, Arkansas, Louisiana and New Mexico. The plant manager is Jinkins Moore, a graduate of Texas A&M College. Dr. R. A. Rasmussen, associate director of research for the foundation, will be in charge of product and quality control for the Dallas operation as well as at the Chicago plant.

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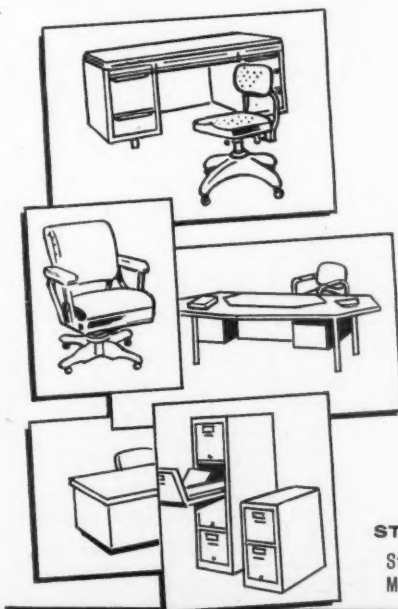
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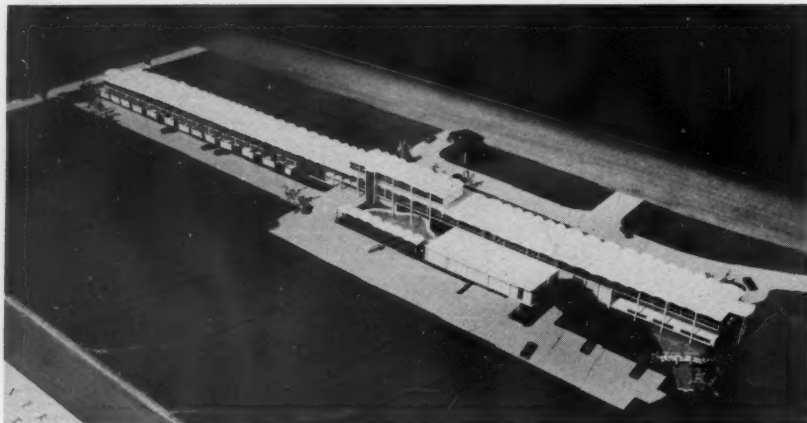


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STEWART OFFICE SUPPLY COMPANY

Store & Furniture Display / 1523 Commerce
Main Office & Duplicator Div. / 400 S. Austin



TEX-MEX'S second Holiday Inn in Dallas, with an initial 155 units, will be on Central Expressway. Total outlay is expected to run about \$1,600,000.

Tex Mex Corporation Picks Central Expressway for Second Holiday Inn

The Tex Mex Corporation has announced plans to erect the second luxury Holiday Inn for Dallas. The newest plant will be situated on the East side of the North Central Expressway lying north of the Republic National Life Insurance Company Building and will be named the Holiday Inn Central.

The President of Tex Mex (a Dallas Holding Company) said their decision to erect this newest hotel-motel was based on a careful analysis of the area for more than a year. The official stated: "Several areas in Dallas were considered, but the most promising site was on the Expressway." Some of the vital factors affecting the decision, he stated, were the strategic

location to downtown Dallas (3 minutes), the fact that the Expressway is a major artery for some 70,000 vehicles daily (average) and the accessibility to the Holiday-Inn at Love Field.

The land acquisition has been completed with the purchase, from Republic Life Insurance Company, of a tract of approximately 8 acres. Plans call for an ultramodern two-story hostelry of some 155 units and 8 suites. Some of the many features include a private patio for each unit on the ground floor as well as a private balcony for the second level suites.

Other features include a ballroom to accommodate 750; a patio large enough

for 300 and a 132,000 gallon swimming pool.

The company spokesman said that eight acres were more than is needed at this time for the proposed 155 units, but the surplus acreage will be used as the private park which will beautify the project and will enable an expansion of another 100 units (addition) if the need arises. The total outlay of money, including acreage, is expected to be in excess of \$1,600,000. This will be larger than the Love Field Holiday Inn which has 102 units.

★

► Bush, Young and Company, a management engineering and business consulting organization, has opened offices in the Exchange Bank Building. Mr. Bush and Mr. Young formerly were associated with New York consulting firms, and have more than 20 years of experience as sales, marketing and management consultants. Both men hold degrees in industrial engineering and business administration. William K. Kitts, a University of Michigan graduate in engineering with 15 years' experience in the sales engineering field, has been appointed the firm's client contact representative.

★

South American Airline Opens Dallas Office. REAL-Brazilian International Airlines has established off-line headquarters in Dallas with a Southwestern regional office at 1925 Commerce Street.

The REAL-BIA main line links Buenos Aires with Miami via Rio de Janeiro and Caracas.



How do your envelopes rate
as salesmen for you?

HESSE
ENVELOPE COMPANY
3 2 2 1 C O M M E R C E

There are over a HUNDRED interesting ways to use envelopes more "sellingly." Call HESSE for full details without obligation.

New and Expanding Business

▶ Acre Service, specializing in repairing air conditioning units and systems, has expanded its facilities by moving into a 21,000-square-foot building at 9100 Ambassador Row in Brook Hollow Industrial District. The company will continue to occupy the building at 8301 Sovereign Row, in addition to the new plant. Bill Campbell of Campbell & Campbell, Realtors, handled lease negotiations.

★

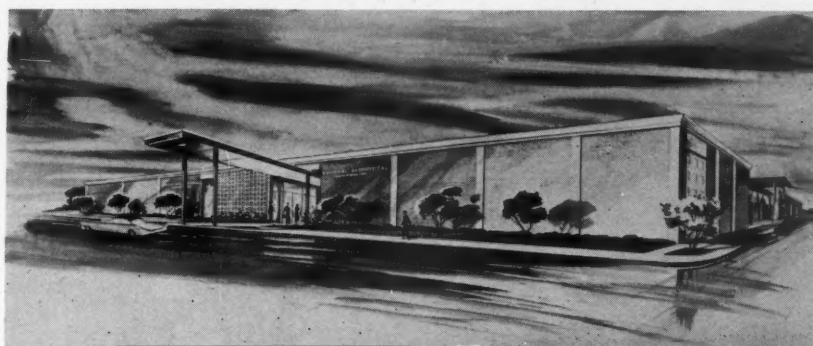
▶ Tom Moore Electric Company, 501 South Good-Latimer, has been established by Thomas L. Moore, former president of Fischbach and Moore of Texas, Inc. Mr. Moore received his B.S. degree from the School of Engineering at Texas A&M, and during the past has been associated with General Electric, Inc., and the Signal Corps. He is a junior member of the Texas Society of Professional Engineers and the American Institute of Electrical Engineers.

★

▶ Shirley D. Davis has opened a secretarial office in the Gulf States Building. She will specialize in personal, confidential and social secretarial work.

★

▶ White Motor Company is planning to build a Dallas branch and Southwest regional office at a cost of approximately one million dollars. The new building will be located on an 11-acre site on Motor Street, between Stemmons Expressway and Irving Boulevard. It is estimated that the floor space will total between 60,000 and 80,000 square feet. White Motor's present branch and regional operations are located at 200 South Ervay under direction of Horace Mosteller.



National Geophysical Moves to New Plant

National Geophysical Company, Inc. has moved into this new plant at 2345 W. Mockingbird Lane. The 50,000 square foot facility will accommodate general offices for National Geophysical and Namco International, Inc. as well as research laboratories, instrument manufacturing section shops, warehouses and equipment outfitting division. Harwood Smith and Associates were architects; Fairway Construction, general contractor. Real estate transactions were handled by Bolanz and Miller and Jim Randolph and Co.

▶ Preston Royal Village is adding a third unit at the corner of Preston Road and Royal Lane. Ground has been broken for this new unit, which will contain 20,000 square feet and will cost approximately \$200,000. Tenants who will occupy the stores in it will include Sharp's Hardware, Community Sewing Shops, Camex Camera Stores, The Cobbler Shoe Repair Shop, Sally B's Sweet Shoppe, Carl Gibke Book Store and Royal Village Barber Shop. Completion is scheduled for next June.

★

▶ SchenLabs Pharmaceutical, Inc., of New York, has opened a depot at 2416 South Harwood for the warehousing and shipping of the firm's products. The depot will serve accounts in Texas, Mississippi, Louisiana and Oklahoma. Robert Danvers, of Dallas, is SchenLabs' Southwest district manager.

▶ Jones-Carl, Incorporated, Dallas business relations firm, has moved into its own building at 2608 Cedar Springs. The company, which specializes in public relations programs for professional associations and business organizations, formerly was located in the Davis building. The new building is air-conditioned and carpeted throughout. The surrounding grounds are landscaped, and there is a private parking lot for eight cars.

★

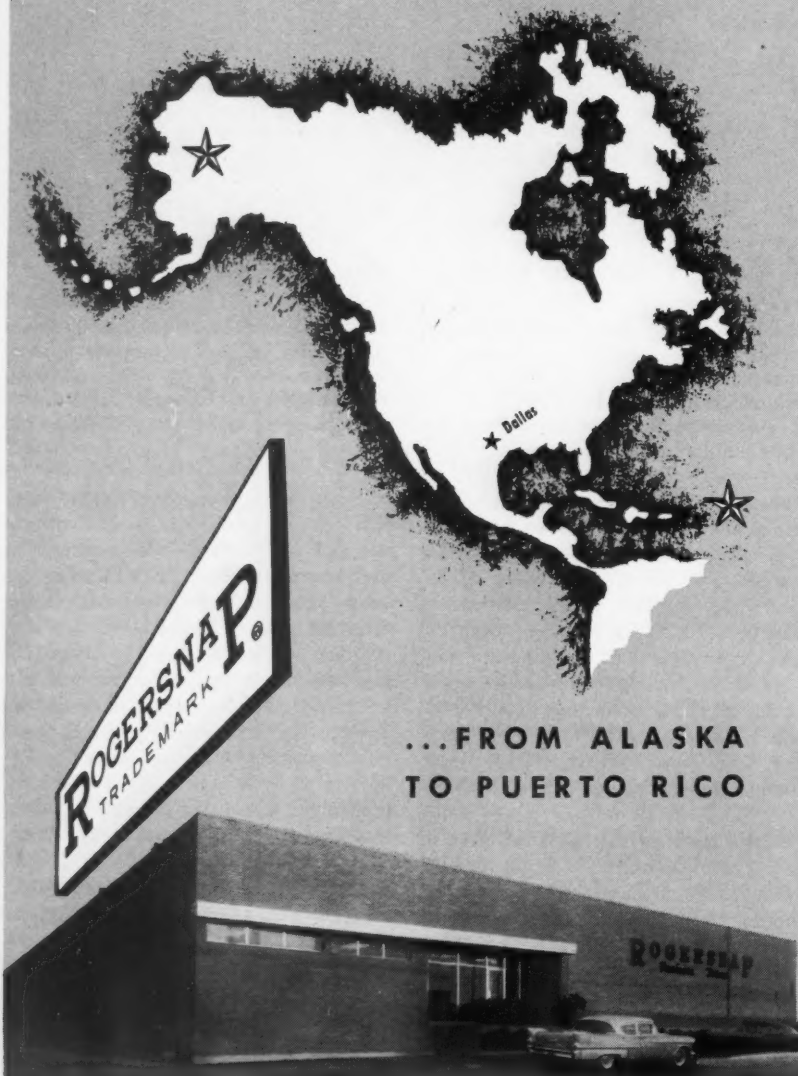
▶ Republic Theatres Corporation, operators of a chain of theatres in the Southwest, including the Casa Linda Theatre in Dallas, has signed a lease for a 1,002-seat movie theatre to be built in Preston Royal Village. Architect is Raymond F. Smith, and completion is planned for June. Lease negotiations were handled by Henry S. Miller Company, realtors.



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TO PUERTO RICO**

Rogersnap Business Forms of Dallas is one of the nation's largest independently-owned manufacturers of carbon-interleaved business forms, specializing for many years in the design and manufacture of custom and stock business forms for every type of industry.

Distributors and dealers selling these products cover the United States from Alaska to Puerto Rico.

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New and Expanding Business—

Texas Industries Buys Wailes Dallas Plant

Texas Industries, Inc., Dallas, has purchased the Dallas plant of Wailes Precast Concrete Corporation and the right to manufacture and sell Mo-Sai decorative architectural products in Texas and Louisiana.

Wailes will be operated as a division of Texcrete Structural Products Company, another Texas Industries subsidiary.

Texas Industries, Inc., established in Dallas in 1951, has become the leading world producer of lightweight aggregate for structural concrete and one of the country's foremost producers of concrete masonry units and precast and prestressed concrete elements.

★

► Legal Security Life Insurance Company is the continuing company of a recent merger of Inter-American Life Insurance Company and Legal Security Life Insurance Company. The home offices of the continuing company are located at 4516 McKinney Avenue, Dallas, and the officers include: Giles E. Miller, chairman of the board; James W. Wynn, president; Douglas Bergman, vice-president; C. H. Warren, secretary, and Marlin W. Cathey, treasurer.

★

► The Imperial Inn, an Ambassador-Sherman operated motor hotel, is being planned for the Dallas-Fort Worth metropolitan area. The luxury 100-unit hotel will be located at the crossroads of the Dallas-Fort Worth turnpike and state expressway in the Great Southwest Industrial District. Associated architects and planners, O'Neil Ford and Sam B. Zisman of San Antonio, Richard Colley of Corpus Christi and A. B. Swank, Jr., of Dallas will design The Imperial Inn, which will be built on a 12-acre wooded site along a natural stream.

★

► Zenith Cleaners and Launderers' newest service store has been opened in Preston Forest Village. The store has a complete dry cleaning and laundry plant on the premises, and features a canopy which extends from the side of the building, permitting under-cover "drive-in" service.

★

► ET&WNC Transportation Company has opened district sales offices in Dallas in the second unit of the Santa Fe Building. Roy Long, director of national accounts for the firm, will be in charge. Mr. Long is a veteran of 25 years of motor transportation experience.



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Nearly everywhere you go you enjoy MUZAK! It's the background of hundreds of business firms in Dallas.

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ago...



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And today, this tradition of leadership is epitomized in our production total of over 17 million typewriters, including the revolutionary new REMINGTON STATESMAN.

The REMINGTON STATESMAN is truly the

new spokesman for the business world... here is the most adaptable, fully featured proportional-spacing *electric* typewriter available today... another reason why Remington Rand is the *first name* in typewriters.

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Women in BUSINESS

by Jim Stephenson

Martha McClain

SINCE its founding eleven years ago, Taylor-Norsworthy, Inc. has multiplied its billing size many times, and part of this expansion, naturally, has been through addition of new clients. But much of the advertising firm's steady growth has been due to steady growth of long time clients.

As Martha McClain, production and traffic manager, said last week:

"We feel that one of the main factors in the agency's success has been the earnest effort of its executives to learn as much as possible about their clients' business problems and opportunities.

"In the case of each client, Taylor-Norsworthy is, in effect, another member of the sales force."

Martha speaks with authority, although she got her advertising-journalism degree from Texas Womans University at Denton only eight short years ago. Last year Taylor-Norsworthy elected her to the board of directors.

Martha started with the firm as assistant production manager eight days after graduation from TWU, thanks — partly, at least — to Frank Rigler, astute head of the school's journalism department.

"I told him I was being interviewed for a production job the following day, but

didn't know what production was," Martha reminisced.

"He pitched a 4-inch-thick book at me called 'Advertising Production' and said, 'Here — read this!'

"Armed with a transcript and the benefit of a quick look through that big book, I went for the interview. Tev Taylor asked me, right off: 'Why did you make an F in chemistry?' I told her I was in a lab alone and not with my class and hated working alone — I liked to be with people. Later I found out that's why I was chosen for the job — I liked to be with people. The F in chemistry didn't matter at all!"

Martha had intended to be a copy writer, but after about three months forgot all about it.

"The graphic arts are such a changing business," she explained, "not only as to progress, but also as to the variety of industries an agency has as its clients.

"One client may want a 4-color catalog. Another may want outdoor display material. Another, novelties to be used in a mailing. Or skywriting, or newspaper ads to be run in nearly a hundred Southwest papers. The challenge to know more exists every day.

"Until I know all the engraver knows

about making plates, all the printer knows about a press, or all the display man knows about silk-screen and outdoor board, etc., production will be a fun-job to me.

"One thing creative people sometimes don't realize about production is that in spite of the terrific amount of detail work involved, there is also the outlet for creativity. How can we print 2,500 4-color pieces for \$350? What makes a pop-up pop up? What's an unusual magazine insert that the post office will approve? Unusual fold? How can pennants be hung that won't flop over? Production creativity.

"So, the motivations behind a production manager are challenge, creativity and pride in seeing a job produced as perfectly as it was planned."

Martha, a native of Breckenridge, was business manager of the Daedalian, TWU's annual, in her senior year, and a feature writer for the school daily, "The Lasso."

"I came to Dallas because there was a job to do here," she said frankly. But in the last eight years, she and Dallas have grown quite fond of one another.

And she's getting the job done.



Electric OLIVETTI Typewriters and
OFFICE MACHINES
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APPOINTMENTS AND PROMOTIONS



STEWART

LEATHERWOOD

W. H. LEATHERWOOD, head of the correspondent bank department, and **ROBERT H. STEWART III**, have been advanced to senior vice-presidents of the First National Bank in Dallas. Other promotions include: **JOHN B. CLAYTON III**, from assistant vice-president to vice-president; **GENE H. BISHOP**, **R. DAVID THOMPSON**, **CURTIS L. AIKEN** and **JACK W. JOHNSON** from assistant cashiers to assistant vice-presidents; **EDWIN L. CUNNINGHAM**, **J. FRANK NIXON, JR.**, **BOB ALLEN LITTLEJOHN**, **EDDIE B. PACE**, **JACK W. PRICE**, **HOUSTON J. SIDES**, **CHARLES M. BEST** and **DAVID M. PHILLIPS, JR.**, advanced to assistant cashiers; **WILLIAM R. ELIASOFF** and **CHARLES L. HUDDLESTON** named assistant trust officers, and **ROY L. LAMBERT** promoted to assistant auditor. **JACK C. VAUGHN**, president of the Spartan Drilling Company, Inc., was named as a new corporate director. And **A. G. (DENNY) WALLACE** has joined the First as an assistant vice-president in the mortgage loan department. Mr. Leatherwood joined First National as a bookkeeper in 1916 and prior to that was assistant cashier at the First National Bank in Merit, Texas. Mr. Stewart, who grew up in a banking family, came to the First in Dallas in 1951 as an assistant cashier, becoming a vice-president in 1953.

G. M. MONROE has been appointed director of Chance Vought Aircraft's newly-established business planning department. **C. J. BENNER**, formerly assistant facilities manager, has been named as assistant director. Mr. Monroe, former sales manager - missiles, joined Chance Vought in December, 1953, as a design project engineer in the development section. He

holds degrees in aeronautical engineering and a Ph.D. in aeronautics. Mr. Benner, who also holds an aeronautical engineering degree, joined Chance Vought in 1940 as an engineer in structures design.

A. CHARLES BITHAS, veteran hotelman, has been named catering manager of Hotel Adolphus. Mr. Bithas formerly served in that capacity at both the Rice Hotel, Houston, and the Baker Hotel, Dallas. He has been in the food and catering field approximately 35 years.

WILLIAM H. HUDSON, Dallas independent oil operator, has been elected president and chairman of the board of Beaver Lodge Oil Corporation. **JOSEPH B. AVANT**, independent geologist of Dallas, has been named vice-president, and **B. G. FULLER** has been elected secretary-treasurer. **STEWART BENNETT** has been appointed general manager of Company operations.

RICHARD D. McCLESKY has been elected assistant cashier in charge of the loan department of Fair Park National Bank, and **PAUL R. JESTER, JR.**, has been named assistant cashier in charge of the bookkeeping and proof department. **RAY H. CARROLL, JR.**, has been promoted from assistant vice-president to vice-president and loan officer; **M. EDGAR HICKMAN** has been advanced from assistant cashier to assistant vice-president and loan officer.

P. K. CARMICHAEL has been elected chairman of the board of the recently chartered Trinity Savings and Loan Association, which will operate in the Pleasant Grove area. Directors elected **KING W. HOPKINS**, president; **DAVE BRUTON** and **J. B. WADLINGTON**, vice-presidents, and **A. G. NACH**, secretary and treasurer. The directors include the officers and **DR. A. W. BRAUMAN**, **ROGER HOLCOMB**, **S. D. SPRINKLE** and **J. B. SMITH**.

GEORGE R. JORDAN, JR., vice-president and actuary for Southland Life Insurance Company, has been advanced to first vice-president of that company. A native Texan, Mr. Jordan joined Southland Life in 1950 as actuary. He was later named a vice-president and in September, 1956, was elected to the company's board of directors. He is a member and a past president of the Actuaries Club of the Southwest.

Appointments and Promotions—



CUMBY

HURSON

JOHN A. HURSON has been promoted from assistant vice-president to comptroller and **JOHN H. CUMBY** advanced from assistant vice-president to vice-president of the Republic National Bank of Dallas. Mr. Hurson, who has had specialized training in banking and accounting, joined Republic's staff in February of last year. Mr. Cumby, formerly an assistant vice-president with the National City Bank of Dallas, came to Republic in the consolidation of that institution with Republic in 1954. He now heads the bank's credit department. In other promotions, **ED. R. BENTLEY**, **JOHN S. DAVIS**, **J. L. HEMMINGSON**, and **ROBERT L. TERRY** were advanced from assistant cashiers to assistant vice-presidents; **W. C. HATFIELD** was elected a trust officer; **W. K. THURMAN** was promoted from assistant auditor to assistant cashier, and **IVAN PATTERSON** was elected assistant auditor. Nine others were elected assistant cashiers, including **WILLIAM A. CAUGHRON**, **GODFREY M. COLLINS**, **RICHARD H. CROSBY**, **WILLIAM H. FLEMING, JR.**, **M. A. MUIRHEAD**, **CHARLES PISTOR**, **ALLEN D. SHRODT**, **HAROLD SIMMONS**, and **CLARENCE VAUGHAN**.

★

JAMES C. McCORMICK, has been named secretary of Eppler, Guerin and Turner, Inc., Texas investment banking firm with offices in Dallas, Fort Worth, Tyler, Longview and Texarkana. Concurrently, the board of governors of the New York Stock Exchange has approved Mr. McCormick as an allied member of the exchange. A native Texan and a graduate of Southern Methodist University, Mr. McCormick has been associated with Eppler, Guerin and Turner since March of 1955. Prior to that he was with Dun and Bradstreet, Inc.

DALLAS UNION SECURITIES CO., INC.

1001 Adolphus Tower

1412 Main St., Dallas

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New York Stock Exchange

Midwest Stock Exchange

American Stock Exchange (Associate)

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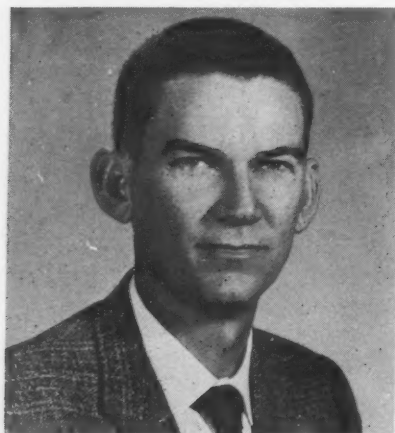
Telephone WH8-7166

Dallas, Texas

Appointments and Promotions—



JOE S. PIERINGER, JR. has been elected vice-president and comptroller of the Employers Casualty Company. Mr. Pieringer, formerly assistant treasurer for the Dallas-based company, came to Texas in 1930 and attended the University of Texas through 1933. His background includes more than 20 years in the fire and casualty insurance fields, and he is past president of the Insurance Accounting and Statistical Association.



LAMAR H. GRIFFIN has been elected a vice-president of Texas Distributors, Inc., the distributor of General Electric air conditioning and heating products in north central Texas, with headquarters in Dallas. Mr. Griffin, who has been with Texas Distributors since its beginning in February, 1946, will continue as manager of the commercial contracting department.

★

J. C. WEBB has been named editor of the Refining Engineer, one of four petroleum publications of the Petroleum Publishing Company of Dallas. For the past year, Mr. Webb has managed his own consulting firm, J. C. Webb and Associates of Houston.

*this
advertising
agency
has a
certified
record
of
results
year
after
year...*



**DON L.
BAXTER
INC.** MELBA
BUILDING

two floors of facilities

Appointments and Promotions—



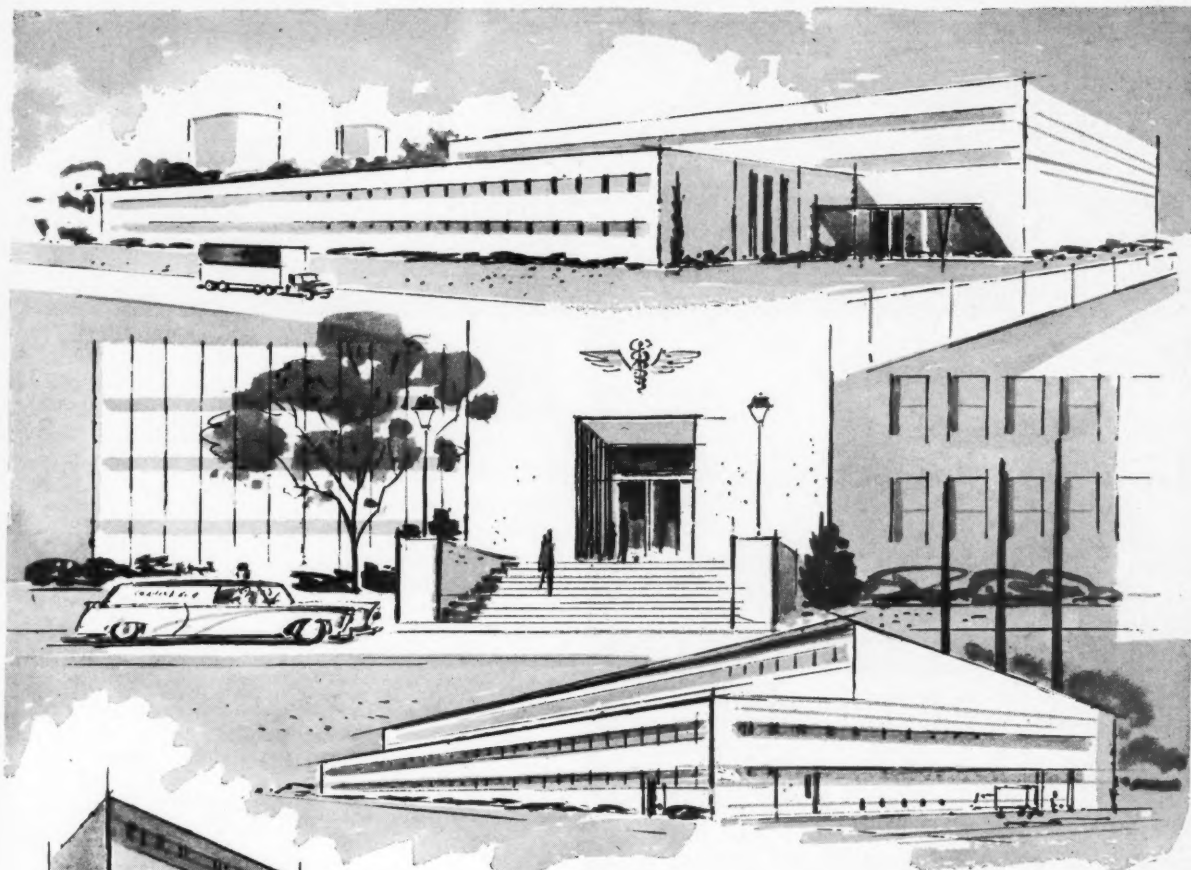
JOHN C. HELIES has been appointed general manager for Security Engineering Division, one of the Dresser Industries, headquartered in Dallas. Prior to his association with Security Engineering Division and a four-year affiliation with Dresser Industries, Mr. Helies held the position of general manager for one of General Electric Company's decentralized operations.

★

CECIL DOTSON of Dallas has been elected chairman of the board of directors of Texas Instruments Limited, wholly-owned British subsidiary of Texas Instruments Incorporated. A divisional executive of the parent company, Mr. Dotson currently is manager of operations at Texas Instruments Semiconductor-Components division. In other executive changes, **H. J. WISSEMAN**, assistant vice-president in charge of engineering in the Apparatus division of Texas Instruments Incorporated, has been appointed general manager of that division; **WINSTON C. FOURNIER** has been named press relations manager; **CHARLES K. FENNEL** has joined Texas Instruments as manager of marketing techniques; **BERNE SHANHOLT** has been promoted from assistant legal counsel to legal counsel; and **MAX MUIR** has been advanced from assistant tax counsel to tax counsel.

★

JAN MEIJER DREES, formerly chief designer of the Dutch "Kolibríe," ramjet helicopter, has joined Bell Helicopter Corporation as senior research engineer. Mr. Drees graduated in aeronautical engineering from Delft University in Holland, and later served as an aircraft evaluation officer in the Royal Dutch Navy. In 1948-1949 competition he won the Cierva Memorial Prize for an essay on "A Theory of Airflow Through Rotors and Its Application to Some Helicopter Problems."



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... for less is the challenge to natural gas — world's fastest growing fuel. To keep pace with increased demand Lone Star Gas each year enlarges its complex, completely integrated transmission and distribution system. This pipeline system distributes low-cost natural gas around the clock, in summer and winter, to some 800,000 people in 458 Texas and Oklahoma cities.

Financing this growing pipeline operation is a costly procedure. During 1959 Lone Star expects to invest some \$30,000,000 in added facilities to better serve its present and new customers.

The money will be invested in the future, though buried in Southwestern soil, and will mean that natural gas will continue, as it has for almost 50 years, to be always on duty for home, business and industry use.



LONE STAR GAS COMPANY

Your personnel should be commended, upon the installation of this unit, and, were most courteous and cooperative while working here.



**MARRS-MUNDY-QUILL
FUNERAL HOME**
3000 MAPLE AVE. • RIVERVIEW 1-5181 • DALLAS 4, TEXAS
February 25, 1959

Mr. Lamar Griffin, Manager
Contract Sales Division
Texas Distributors, Inc.
3914 Live Oak Street
Dallas, Texas

Dear Mr. Griffin:

It is with pleasure that we recommend the year round air conditioning system, furnished and installed by your company, in our new funeral home, recently. The quietness in its' operation and the even temperature is indeed an asset to us.

You personnell should be commended, upon the installation of this unit, and, were most courteous and cooperative while working here.

We have nothing but praise for your company and General Electric equipment.

Sincerely,

Marrs-Mundy-Quill, Inc.

John H. Mundy

John H. Mundy
President

JHM:jw

EDWARD S. MARRS • JOHN H. MUNDY • JESSIE LEE QUILL
1903 - 1958

Marrs-Mundy-Quill Funeral Home selected the finest in air conditioning, high quality, low-upkeep General Electric...and the finest in engineering and service, Texas Distributors. We'd be happy to make a survey of your requirements, at no obligation.



**TEXAS
DISTRIBUTORS, INC.**

3914 LIVE OAK STREET DALLAS, TEXAS Taylor 3-2194
DALLAS • TYLER • WACO • WICHITA FALLS • LONGVIEW

Member of the Air Conditioning and Refrigeration
Contractors Association of Dallas



Appointments and Promotions

W. N. STANNUS and **BARRY OAKES** have been promoted to senior vice-presidents of Republic National Life Insurance Company, Dallas. In his new post, Mr. Stannus will be in charge of the Reinsurance Division, and Mr. Oakes becomes general counsel of the company. **FRED T. HOLLMER, JR.**, has been appointed superintendent of general agencies for Republic. Mr. Stannus, formerly a practicing attorney and insurance executive, joined Republic as resident vice-president in Little Rock in 1956. Mr. Oakes joined the company a year ago after serving as associate counsel for another life insurance company. Mr. Hollmer was associated with a large Eastern company prior to joining Republic.

★

NORMAN H. STEWART of the WFAA Radio sales staff has been named national sales manager for the station. Mr. Stewart, who has been with WFAA Radio in local and regional sales for the past three years, came to Dallas in 1955 after 17 years with Chicago stations. He also served in the capacity of commercial manager for a station in Fort Wayne, Indiana.



FRED H. MOORE, who first came to Magnolia Petroleum Company as a geologist 23 years ago, has been named executive vice-president of the company and elected to its board of directors. Mr. Moore, a native Texan, has been general manager of the world-wide producing operations of Socony Mobil Oil Company, Inc., in New York City for the past 14 months. In his new position, he will be responsible to J. L. Latimer, Magnolia president, for all operations in Magnolia, one of the two major domestic affiliates of Socony Mobil.

ALFRED A. ACKERMAN has been named sales supervisor in Dallas for American Airlines, and will supervise a staff of seven district sales representatives operating out of Dallas. **W. D. (BILL) HEARN**, **JOHN GRAHAM**, and **JERRY R. JACOB** have been appointed sales representatives, and **MISS JANICE UNDERWOOD** has been named a supervisor of stewardesses for American. Mr. Ackerman joined American in 1946 as a ticket agent in New York, and served the airline in various positions before coming to Dallas as a sales representative in 1953.

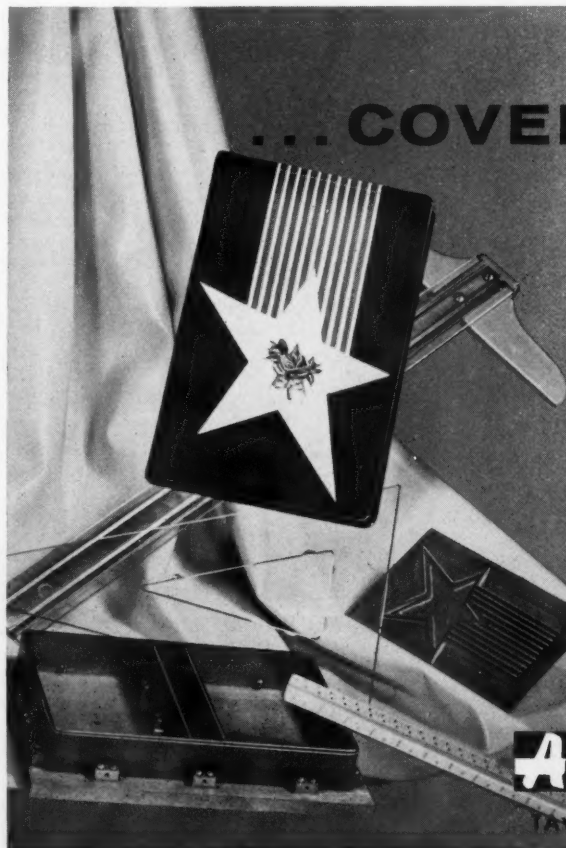
★

WARD P. POHLY has been appointed agency director of Spartan National Life Insurance Company, Dallas. Mr. Pohly began his insurance career in 1949 in Indiana, with a general agency. More recently he has been a district sales manager and sales development manager for a leading multiple line insurance company in Oklahoma and Texas with headquarters in Dallas.

★

ANCEL COOK has been named to head the Dallas sales office of The Shaffer Corporation, lessee of Lake Murray Lodge, Ardmore, Oklahoma.

...COVER CONSCIOUS?



There's hardly anyone who doesn't feel better for being smartly and appropriately dressed. Same thing exactly holds for the "dress up" you give your catalogs, sales lists, presentations and binders. At American Beauty covers are custom designed to fit your needs. You can choose the fabric, the color, the style you want and then see how it will look when produced *before* you spend a penny. Why accept run-of-the-mill when American Beauty covers are as close as your telephone. Call us for remarkable covers!

Since 1917, "cover"-ings of distinction!

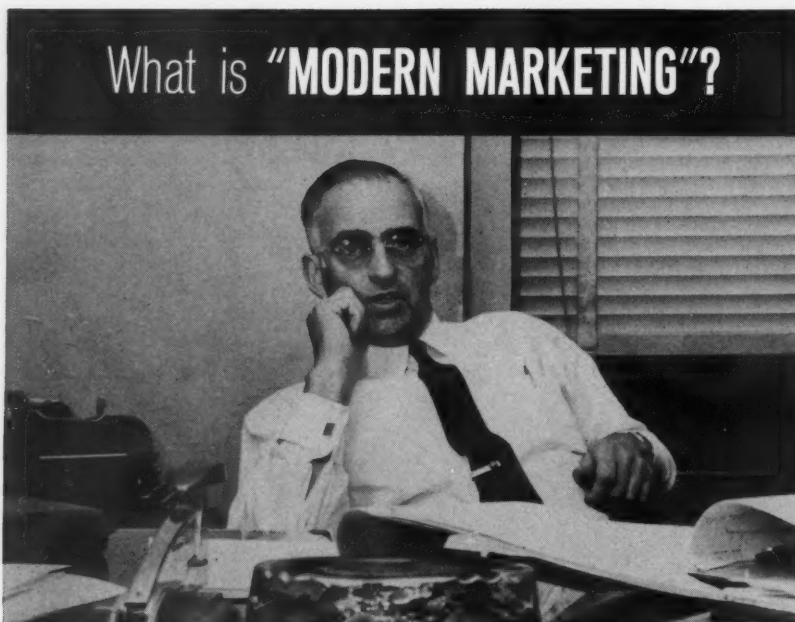
AMERICAN BEAUTY COVER CO.

TAYLOR 4-2061, P. O. BOX 1249A, DALLAS 21, TEXAS

YOU NAME IT! **WE'VE GOT IT!**

CAULKING COMPOUND METAL CASINGS
 PLASTER SAND ALUMINUM SUN SHADES—EXTERIOR
 SAND BLASTING MATERIALS FIRE PLACE ACCESSORIES
 FLOOR PATCHING MATERIALS FLOOR COVERING FLOOR PRIMER
 ASPHALT TILE AND ACCESSORIES VINYLIZED WALL LATH NAILS INSULATION ALUMINUM WINDOWS
 METAL PARTITIONS HYDRATED LIME ACID—MURIATIC TIE WIRE
 POURED ROOF DECKS FLOOR WAX ACOUSTICAL PLASTER CONCRETE FIRE BRICK
 PULVERIZED QUICK LIME ACOUSTICAL TILE

BLUE DIAMOND COMPANY
 Serving the Building Industry Since 1924
 TELEPHONE HA 8-1331 2722 Logan Street Dallas 15, Texas



MILLARD DILG, Director of Marketing, Rogers & Smith

QUESTION: We hear a lot nowadays about a growing company's need for "modern marketing" procedures. What are they talking about, really?

DILG: Marketing in the modern sense covers a much broader range of company activity than previously. It begins when the market for a new product is still under study . . . it continues through all stages of product designing, pricing, promotion, distribution and eventual sale. Together with production and finance, marketing forms the third side of the modern company's operational triangle.

QUESTION: How does the marketing department of an ad agency fit the picture?

DILG: We are market researchers. Through research, we can furnish clients much advance information on how consumers may accept a product or service. Our findings make a sound base for the client's marketing decisions.

QUESTION: Then, marketing research is really another management tool.

DILG: Yes. Most progressive companies today use our kind of research extensively. Modern marketing relies heavily on such research.

ROGERS & SMITH Since 1917
 Advertising and Creative Marketing

505 N. ERVAY ST., DALLAS 1, TEXAS • 1006 GRAND, KANSAS CITY, MO.

Appointments and Promotions—



HAROLD J. MOYNAHAN, JR. has been named to the post of assistant to the president of Rogersnap Business Forms, Inc. Mr. Moynahan has had a wide experience in the printing business forms field. He comes to Rogersnap from the Logan Business Products Company, Inc., where he was sales manager of the Westbury, New York firm.

★

JOHN A. PRATHER, Dallas realtor, has been named to succeed his father, the late Hugh E. Prather, as president of Flippen-Prather Stores, Inc. A brother, **HUGH E. PRATHER, JR.**, has been appointed executive vice-president of the firm. Flippen-Prather Stores is the owner and leasing agent for Highland Park Shopping Village, pioneer shopping center.



ROBERT C. MULLALEY, assistant director of the Texas Division of Collins Radio Company, has been elected assistant secretary of the firm. Mr. Mullaley joined Collins Radio in 1951 as a staff counsel, and has held various executive positions with the firm since that time. He has been assistant director of the Texas Division since early 1958.

Southwestern Life REPORTS

for the 56th year...

In 1958, Assets Increased to \$450

million. In total assets, which now exceed all present obligations to policyowners and other liabilities by more than \$56 million, Southwestern Life ranks in the top 3 per cent of the more than 1300 life companies in the United States.

In 1958, New Life Insurance Issued

... \$336 million. A 27 per cent increase over the total issued in the preceding year and the tenth consecutive year of record achievement in production by the Company's agency organization.

In 1958, Insurance in Force, December 31... \$1 billion, 808 million.

An increase of \$192 million during the year, more than the total accumulated during the first 22 years of the Company's history.

In 1958, Policy Benefits Paid ...

\$29 million. A record amount which increased to \$296 million the total paid to policyowners and their dependents since the Company was organized in 1903.

In 1958, New Investments Exceed-

ing \$61 million. These funds usefully employed in many individual, corporate and community enterprises contribute to the growth and development of the great region served by the Company.

In 1958, Service Area and Facilities

Expanded. Four new branch offices opened and two states added to service area which now includes Arizona, Arkansas, California, Colorado, Louisiana, New Mexico, Oklahoma and Texas.

For additional information about Southwestern Life's progress in 1958, please write for a copy of the 56th Annual Report.

Statement of Condition

December 31, 1958

as filed with the Insurance Departments of the states of Arizona, Arkansas, California, Colorado, Louisiana, New Mexico, Oklahoma and Texas.

ASSETS

United States Government Bonds.....	\$ 43,625,453.22
County and Municipal Bonds.....	36,412,226.71
Public Utility and Corporation Bonds ..	53,439,540.45
First Mortgage Loans on Real Estate...	207,746,270.40
Collateral Loans	10,988,663.30
Home Office Building.....	1,550,000.00
Preferred Stocks	9,301,981.10
Bank Stocks	9,416,392.00
Other Common Stocks	19,931,735.28
Cash	8,635,970.53
Loans Against Cash Values of Policies ..	31,221,611.05
Accrued Interest and	
Miscellaneous Assets	2,726,954.52
Net Premiums to Complete Policy Years	15,668,683.57

These are premiums either in process of collection or due to be paid during the current policy year. Proper offsetting liability is included in the policy reserves shown in this statement.

TOTAL ASSETS \$450,665,482.13

LIABILITIES

Policy Reserves	\$373,085,926.07
Premiums and Interest Paid in Advance	3,376,365.45
Reserve for Taxes and Other Liabilities	5,839,322.93
Mandatory Securities Valuation Reserve	11,981,191.50

TOTAL LIABILITIES \$394,282,805.95

SURPLUS FUNDS for protection of Policyowners

Reserve for Contingencies	\$ 24,882,676.18
Capital Stock	7,500,000.00
Surplus	24,000,000.00

Total Capital and Surplus Funds \$ 56,382,676.18

**TOTAL LIABILITIES
AND SURPLUS FUNDS ...** \$450,665,482.13

Bonds and stocks in this statement are valued as prescribed by the National Association of Insurance Commissioners.



Southwestern Life

INSURANCE COMPANY

James Ralph Wood, President Home Office, Dallas

FAMILY PROTECTION • BUSINESS LIFE INSURANCE • ANNUITIES • PENSION PLANS • GROUP LIFE INSURANCE

BUSINESS PROPERTY



1712 Commerce St. • Dallas • Phone RI 1-9171

TEMPORARY OFFICE HELP Call for a "Kelly Girl" Riverside 2-3981

No payroll bother — we bill you weekly. All "Kelly Girls" are tested, experienced, bonded and guaranteed. Call us and describe the job you want done.



Kelly Girl Service

1209 Simons Building
Dallas, Texas

Arnold isn't an Arsonist!



He just doesn't have "Continuous Vision"

Things like this happen when your natural vision is impaired—when you don't have "continuous vision," the ability to see at all distances. Many bifocal-wearers adopt an unnatural head position in an effort to avoid such incidents. Your doctor may prescribe Continuous Vision Lenses to restore comfortable, normal vision and young seeing habits. So, bring your prescription to us for prompt filling in your choice of frames.

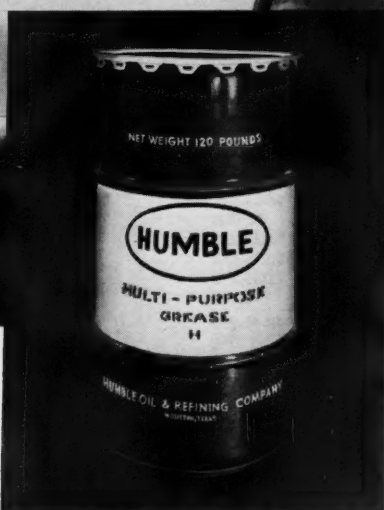
"The Prescription House for the
Eye Physician"

SYLVESTER'S Dispensing Opticians

Phone RI 2-6968
301 Medical Arts Building Dallas

APPOINTMENTS AND PROMOTIONS

Name	Company	Position
Leonard H. Busby	Security Engineering Division, Dresser	Regional Sales Representative
Richard W. Clark	Braniff Airways	Sales representative
John L. Clement	Southwest Airmotive	Manager, airplane charter service
Francis L. Goodman	Texas Lawn Equipment	Assistant manager
Maurice Lee Gray	St. Paul Hospital	Personnel director
Jess Green	Sessions Company	Vice-president
Bruce Griffin	Robbins-Caver-Page & Associates	Illustrator
Mrs. Melva Heath	Industrial Printing & Adv.	Production manager
Glen D. Herbert	"The Petroleum Engineer"	Assistant advertising production manager
Rufus T. Higginbotham, Jr.	National Bankers Life Ins.	Legal counsel
Dwight E. Hill	National Bankers Life Ins.	Vice-president and Counsel
Charles W. Hopkins	U.S. Steel Supply Division	Manager, Dallas warehouse
Lyman C. Josephs III	Chance Vought Aircraft	Chief engineer, aircraft
R. H. Kinkel	SPAN, Inc.	Sales engineer
Wilson M. Krueger	El Chico Foods, Inc.	National Broker sales manager
James F. Leeper	Clarke, Dunagan and Huffhines	Production manager
William A. Maillet	Coastal Plains Supply	Sales manager
Robert E. Manner	Geophysical Service Inc.	Marketing associate
Paul J. Mansfield	"The Petroleum Engineer"	Advertising service manager
Willia Munroe	Robbins-Caver-Page & Associates	Illustrator
Thomas Odum	Clarke, Dunagan and Huffhines	Production manager
John P. Redwood, Jr.	National Bankers Life Ins.	Controller
Frank J. Schmitt	Ruberoid Co.	Sales manager
T. Franklin Schneider	American Savings	Vice president
Harold R. Shillito	Clarke, Dunagan & Huffhines	Creative copy director
Dr. Elton Soltes	Delhi-Taylor Corp.	Manager, Special projects
John Daniel Stephens	Empire State Bank	Assistant vice-president
Nicholas T. Thomas	IPS Advertising	Vice-president
Seymour Thomas	Van Waters & Rogers, Inc.	Manager, industrial chemical department
Paul J. Vogel	Coastal Plains Supply	Store manager
Herbert V. Wales	Delhi-Taylor Corp.	Assistant manager, land department exploration
R. H. Wolfinger	Braniff Airways	Representative, special cargo sales



For quick delivery of
MULTI-PURPOSE GREASE H,
call your nearest Humble
wholesale plant in Texas
and New Mexico, or call
or write:

Humble Oil & Refining Company
Consumer Sales
P. O. Box 2180
Houston 1, Texas

HUMBLE

MULTI-PURPOSE GREASE H offers you these advantages:

- It allows you to buy one grease in quantity, and save on quantity discounts.
- It simplifies your record keeping and inventory.
- It keeps your storage requirements to a minimum.

Using MULTI-PURPOSE GREASE H reduces the chance of applying the wrong grease. It gives faster turnover of opened cans, with less possibility of deterioration or contamination of the grease in opened cans.

Humble MULTI-PURPOSE GREASE H is a superior lubricant for chassis, track rollers, wheel bearings, water pumps, ball and roller bearings and universal joints. MULTI-PURPOSE GREASE H matches or exceeds the quality of every single-purpose grease it replaces. It's not affected by heat or water. And it maintains its consistency. This means it is easily applied even on cold days, and it gives sure lubrication summer or winter.

HUMBLE OIL & REFINING COMPANY



GREAT SOUTHERN'S

50th ANNUAL REPORT

Discloses a Year of Great Service and Progress

We measure growth in terms of service, rather than size. The promise of Great Southern protection became a consoling reality for the beneficiaries of 1,729 policyowners who died during 1958. These beneficiaries received \$5,680,852, while living assureds received \$5,741,300 in matured endowments, annuity payments, and

cash equities withdrawn. Since organization, Great Southern has disbursed to living policyowners and to beneficiaries the sum of \$177,538,670. Great Southerners in the field last year wrote more than *fifteen thousand* policies for new life insurance totaling \$121,027,116.

FINANCIAL STATEMENT December 31, 1958

ASSETS

United States Government Bonds.....	\$ 24,019,547
Municipal and Corporate Bonds.....	18,696,333
Preferred and Common Stocks.....	7,586,353
First Mortgage Loans.....	131,391,142
Real Estate, including Home Office Building.....	1,010,621
Policy Loans.....	14,084,869
Collateral Loans.....	70,000
Cash.....	1,540,253
Net Premiums in Course of Collection.....	5,156,143
Interest Due and Accrued.....	1,065,716
All Other Assets.....	10,893
Total Assets.....	\$204,631,870

LIABILITIES AND SURPLUS

Policyowners' Reserves.....	\$163,243,292
Additional Policyowners' Funds.....	6,420,693
Claims Not Completed.....	753,216
Premiums and Interest Paid in Advance.....	1,596,219
Provision for Taxes and Other Liabilities.....	2,860,250
Dividends to Stockholders Declared and Unpaid.....	216,000
Security Valuation Reserve.....	2,532,511
Total Liabilities.....	\$177,622,181
Reserve for Contingencies and Other Surplus Funds	
Capital.....	\$ 5,400,000
Surplus and Reserve for Contingencies.....	21,609,689
Total Liabilities and Surplus.....	\$204,631,870

GREAT SOUTHERN *Life Insurance Company*

Founded 1909

Home Office • Houston, Texas

DALLAS AGENCY

P. H. Huffstetler, Manager
4314 North Central Expressway Dallas

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Appointments and Promotions

T. FRANKLIN SCHNEIDER has joined the staff of American Savings and Loan Association as vice-president in the mortgage loan department. A graduate of the University of Maryland, Mr. Schneider was associated with two West Coast banks prior to joining American Savings and Loan.

★

MARION M. SITTON has been promoted to production and traffic manager and **ROBERT O. PARKER** has joined Susong Advertising Agency as art director. A native of Hale Center, Texas, Mr. Sitton spent more than five years in New York City as an artist before returning to Dallas in 1951. He worked as a commercial artist through a local engraver before joining Susong early last year. Mr. Parker has had more than 20 years' experience as an artist and comes to Susong from the Marschalk & Pratt division of McCann-Erickson, Inc., where he was art director.

★

DON CURRIN, former marketing engineer, has been promoted to vice-president in charge of marketing at the Pi-Do Corporation of Dallas. Prior to joining Pi-Do, Mr. Currin was in the real estate business.



TYLER

WISENER

DANIEL

W. O. DANIEL, A. J. TYLER, JR., and **W. T. WISENER** have been elected vice-presidents of Trinity Universal Insurance Company, Dallas. Mr. Daniel, who has been with the company for 31 years, has been advanced from secretary to vice-president. He is a native Texan and a graduate of Southwestern University. Mr. Tyler has been promoted from agency supervisor to vice-president. Associated with Trinity Universal since 1940, he will continue to direct the company's agency operations. Mr. Wisener was advanced to vice-president from personnel manager. A graduate of the University of Texas, he will continue to manage the firm's personnel department.

NASH L. KELLEY has been elected vice-president and general manager of Parks Iron Works, Inc., Dallas, steel and iron fabricating company. Mr. Kelley received his B.S. degree from Southern Methodist University, and is a registered civil engineer in the State of Texas. He participated in the organization of the company in 1954, and was sales engineer for the same group under another company name for five years prior to its becoming Parks Iron Works.

★

JOHN P. MILLET has been named vice-president and general sales manager of Varel Manufacturing Company, a Dallas rotary rock bit manufacturer. Mr. Millet has been associated with major automotive manufacturers in executive positions for the past 18 years in sales, service and engineering. Prior to coming to Varel, he was with Ford Motor Company for eleven years.

★

JACK G. BISHOP has been appointed a vice-president of American Bank & Trust Company. A graduate of Sunset High School, Mr. Bishop attended Jefferson University and the American Institute of Banking. He has had over 26 years of experience in Dallas banks.

**PUT YOUR MONEY IN
OUTDOOR POSTER ADVERTISING
AND WATCH *Dallas* GO BUY!
MIDDLETON, INC.**

Walter F. Clark Company

Out-of-the-Ordinary Printing

ENGRAVING EMBOSSING ADVERTISING SPECIALISTS

2016-20 McKinney

Riverside 2-8910

Porter Ellis
Willard Crotty

Ellis-Smith & Co.

SINCE 1921

GROUND FLOOR LIFE OF AMERICA BLDG. RI 2-8427

REPRESENTING
THE NATION'S
GREAT
INSURANCE
COMPANIES



PORTER ELLIS



WILLARD CROTTY

ACCOUNT EXECUTIVES



DON DILLON



JIMMY POWERS

These career insurance men are recognized leaders in their field. Their combined experience in all forms of personal and general insurance are available to you with no obligation. They invite your call.



OUR
38th
YEAR

PAY YOUR INSURANCE BY THE MONTH

Appointments and Promotions—



JOHN FOSTER has been named advertising associate of DALLAS, monthly publication of the Dallas Chamber of Commerce. A native of Homer, Louisiana, Mr. Foster received his Bachelor of Arts degree in journalism from Louisiana Polytechnic Institute in Ruston, La. He is a member of the Dallas Advertising League.

★

JOHN E. MITCHELL, JR., president of the John E. Mitchell Company, and **DWIGHT L. SIMMONS**, senior partner in the law firm of Thompson, Knight, Wright & Simmons, have been elected to the board of directors of Chance Vought Aircraft, Inc. Mr. Mitchell is active in Dallas civic affairs and currently is serving as president of the Dallas Citizen's Council. Mr. Simmons, a native of Hillsboro, Texas, received his LL.B. degree from the University of Texas in 1926. Also active in civic affairs, he is president of the Dallas Legal Aid Society, Inc. and a trustee of the Southwestern Legal Foundation.

★

EMANUEL ROHAN has been named general manager of Arrow Food Products, Inc., of Dallas. Mr. Rohan formerly was the owner of the White Rose Food Products Company, Toronto, Canada. A native of Czechoslovakia, he attended the University of Prague and Texas University and holds a Bachelors Degree in economics from Southern Methodist University.

★

H. E. (GENE) COLLINS, vice-president and assistant sales director of Hesse Envelope Company, has been elected to the organization's board of directors. Mr. Collins has been with the firm for more than 30 years, many of them in executive capacity.

Appoin



PAT FE dent of the Inc., and ration. W organization and cou Southwe joined W was vice cent pro

H. R. (Q assistant general Life Insu admitted tion afte Cumber the Life Southern L.I.A.M ment, h in life in

LEON tary-tre former Inc., m sprinkle **SARSE** dent fo and **JO** president **SNODI** Dallas-b

WARR promot vice-pr State B been ad dent an has bee and auc auditor

DALLAS

Appointments and Promotions—



PAT FERRARO has been elected president of the Wilhide Equipment Company, Inc., and the Wilhide Engineering Corporation. Wilhide Equipment, the parent organization, has been an office, bankroom and courthouse equipment dealer in the Southwest for 35 years. Mr. Ferraro joined Wilhide as a salesman in 1945. He was vice-president at the time of his recent promotion.

★

H. R. (RUSS) HUNKE has been named assistant vice-president and director of general agencies for Republic National Life Insurance Company. Mr. Hunke was admitted to the Tennessee Bar Association after receiving his law degree from Cumberland University. A graduate of the Life Insurance Marketing Institute at Southern Methodist University and the L.I.A.M.A. School of Agency Management, he has had 12 years of experience in life insurance sales and management.

★

LEON P. LEWIS has been named secretary-treasurer of Telsco Industries, the former Texas Lawn Sprinkler Company, Inc., manufacturers of underground sprinklers and related equipment. **A. C. SANSFIELD** has been elected vice-president for Weather-Matic Sprinkler Sales, and **JOHN WILKINSON** named vice-president for Telsco Fittings Sales. **M. E. SNODDY** is president and founder of the Dallas-based firm.

★

WARREN A. GILBERT, JR. has been promoted from assistant vice-president to vice-president of the Greenville Avenue State Bank. **GEORGE D. THOMAS** has been advanced from cashier to vice-president and cashier, and **ROY F. WARING** has been promoted from assistant cashier and auditor to assistant vice-president and auditor.

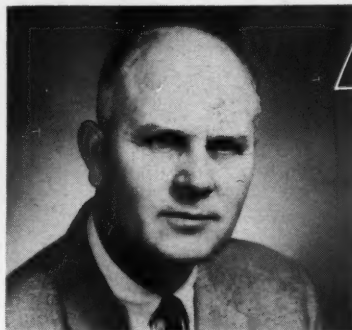


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HOWELL H. WATSON

Realtor

Fidelity Union Life Building • DALLAS • Phone RI 1-1793



Advertising personnel

AND RELATED POSITIONS

A specialized recruiting, counseling and placing service, backed by over 25 years experience in advertising.

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OPTOMETRIST

Contact Lens Specialists

SPECIALIZING IN CONTOUR COMFORT SUNLENSES

Colored Contact Lenses for Active Outdoor People!

Eyes Examined • Glasses Fitted

(Write for Instructive
Booklet on Contact Lenses)

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Phone RI 2-4545
for Appointment

REAL ESTATE LOANS

MURRAY
INVESTMENT COMPANY

1315 PACIFIC AVENUE

ARTS AND MUSIC



OUTSTANDING ARTISTS who will head the five-day Fine Arts Seminar in April will include, left to right; Henry Gasser, Dean Cornwell, Frank Reilly, Wheeler Williams, and Richard L. Seyffert.

Big Names Are Scheduled To Highlight Dallas Fine Arts Seminar

What promises to be an event of the first magnitude in the world of fine arts — at least as far as the Southwest is concerned — is the 1959 Fine Arts Seminar, sponsored by Artists and Craftsmen Associated of Dallas. Brilliant, internationally famous artists — each foremost in his particular field — will conduct a concentrated series of instruction, lectures, demonstrations, study and discussions in five major categories: Oil Landscape and Still Life, Watercolor, Illustration, Portraiture and Sculpture.

Scheduled for five days in April, 22 through 26, the Seminar boasts these staff members: Dean Cornwell, N. A.; Henry Gasser, N. A.; Frank Reilly, A. N. A.; Richard L. Seyffert and Wheeler Williams N. A. (N. A. denotes membership in the National Academy of Design, founded in 1825 and limited to 175 academicians members as follows: 125 painters, 25 sculptors and 25 architects or engravers. A. N. A. denotes associate membership).

Room 300 of the Dallas Memorial Auditorium Theater Building is the place, centrally located in downtown Dallas, within walking distance of all major hotels. Unlimited parking facilities, too, were a major factor in swaying A. C. A.'s choice for the Seminar site.

Cost to each individual interested in attending is \$30 for the entire five days. There will be morning, afternoon and evening sessions each day except Sunday when there will be an open panel discussion from two until five in the afternoon. A. C. A. cautions that, since seating capacity is limited, no reservations will be

accepted after the capacity has been reserved. No refunds on reservations. Reservations may be made with Ross D. Greenstreet, General Chairman, 1638 Crest Ridge Drive, Dallas 28.

Now, for a brief sketch on the artists who will conduct the Seminar: Dean Cornwell, born in Louisville, Kentucky, studied at the Art Institute of Chicago, and under Harvey Dunn, and Charles S. Chapman. Exhibited at the National Academy of Design; Pratt Institute in Pennsylvania; the Academy of Fine Arts; the Wilmington Society of Fine Arts; the Art Institute of Chicago; the Royal Academy in London and the Whitney Museum of America, New York City. A Fellow, Royal Society of Arts, London; member of the Architectural League of New York, Mural Painters Society.

Frank J. Reilly, born in New York City. Studied under George B. Bridgman, Frank Vincent Du Mond and Dean Cornwell. Member: Art Students League, Mural Painters Society, Salmagundi Club, Society of Illustrators, Artists and Writers, Dutch Treat, Inter Society Color Council.

Richard L. Seyffert, born in Philadelphia, lives in New Canaan, Conn., and studied in Europe, and at the National Academy of Design. He exhibited extensively throughout the eastern U. S. and in the annual shows of the National Academy of Design, Allied Artists of America, American Artists Professional League and the National Arts Club. In 1958, won the Lockman prize for portraiture at the Grand National Exhibition of the A. A. P. L.; First Honorable Mention in the

1958 and 1959 Members Annual Show of the National Arts Club.

Wheeler Williams, born in Chicago and educated at Exeter, Yale and Harvard Graduate School of Architecture. Studied art at the Chicago Art Institute, the Copley Society in Boston and the Ecole des Beaux Arts in Paris. National Academician, past president of Fine Arts Federation of New York, past vice-president of the Architectural League of New York and the National Sculpture Society, he is presently Sculptor Member of the Art Commission of New York City; President, American Artists Professional League; Fellow, National Society of Sculpture; Fellow, National Society of Arts. In addition to monuments, portrait sculpture, and especially fine animal studies, his works adorn many public buildings.

Henry Gasser, native of New Jersey, lives in South Orange. Exhibits currently in more than twenty-six museum collections, including the Philadelphia, Boston and Newark Museums, the International Business Machine Collection and the Historical Properties Section of the War Department. Attended the Newark School of Fine and Industrial Art, the Grand Central School of Art, the Art Students League of New York and studied privately under John R. Grabach. Director of the Newark School of Fine and Industrial Art (1946 to 1954); now lecturing and demonstrating painting techniques for art groups and schools in various parts of the country. The author of several art books, Gasser was elected a Fellow of the Royal Society of Art in Great Britain in 1957.



Even submarines take the train

A baby submarine that shoots pictures—not torpedoes—recently moved out of Los Angeles on a 3,000-mile maiden voyage, but by *rail*, instead of by sea.

Southern Pacific carried the 92,000-pound craft, named the *Cetacean*, as far as New Orleans, two thirds of the way on its land journey to Miami. Believed to be the only submarine ever built for undersea photography, the *Cetacean* is now berthed at Nassau and operates in crystal-clear Bahamian waters as a motion picture and television stage for oceanographers.

But the most interesting thing to us about the *Cetacean* is the way its story illustrates once again the ever-present vital need for rail transportation and, also, our ability to move unusual freight—whether extra tall, wide, long or heavy—promptly and efficiently.

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HONORS AND AWARDS

Stemmons Wins Easterwood Cup

L. Storey Stemmons, former president of the Dallas Real Estate Board and long active in the real estate profession and in civic work in Dallas, has been named Dallas' "Realtor of the Year" for 1958.

Mr. Stemmons received the Easterwood Cup, symbolic of his "outstanding contribution to his profession, his community and his Real Estate Board," at the DREB's annual luncheon honoring the Easterwood Cup winner.

The award was presented to him by C. J. McCarthy, board chairman of Chance Vought and chairman of the Easterwood Cup selection committee named by the directors and officers of the Dallas Real Estate Board. Serving with Mr. McCarthy on the Easterwood Cup committee were Watrous H. Irons, president of the Federal Reserve Bank of Dallas; Eugene M. Locke, partner in Locke, Locke & Purnell, attorneys; Jack B. Krueger, managing editor, Dallas Morning News; and Dr. Trent C. Root, vice president and comptroller, Southern Methodist University.

Mr. Stemmons, who is board chairman of Industrial Properties, Inc., owners and developers of Trinity Industrial District in Dallas, was the 22nd person to receive the coveted Easterwood Cup award.

In addition to his business activities, Mr. Stemmons has served on the directorate and has held every office of the Dallas Real Estate Board, as well as serving as a trustee of the DREB Educational



L. Storey Stemmons, center, former president of the Dallas Real Estate Board, accepts the Board's annual Easterwood Cup award as Dallas "Realtor of the Year" for 1958. With Mr. Stemmons are Z. L. Majors, left, the previous recipient of the coveted award, with a plaque presented him by the Board, and DeWitt L. Knapp, current president of the Dallas Real Estate Board. "Outstanding service to the Dallas Board, to his profession and to his community" were given as reasons for the selection of Mr. Stemmons as the Easterwood Cup recipient.

Foundation. He also has been district director of the Society of Industrial Realtors and has served as president of the Dallas chapter of the SIR.

He now is a member of seven committees of the Dallas Real Estate Board, the Texas Real Estate Association and the National Association of Real Estate Boards, and also is a director of the state organization.

In presenting the award, Mr. McCarthy also pointed out that Mr. Stemmons "is active in numerous civic and community organizations." In addition to being a former president of the West Dallas Social Center, Mr. Stemmons is chairman of the advance memorial gifts division of the Dallas Theatre Building Campaign, a director of the Dallas Civic Opera Company and of the Dallas Symphony Orchestra, and is active in the Dallas Council of World Affairs.

A graduate of Washington and Lee University, Mr. Stemmons is a member of the Dallas, Texas and American Bar Associations. He is the second member of the family to receive the Easterwood Cup. His brother, John M. Stemmons, was the Easterwood award winner for his community and professional service in 1946.

★


Aston Named "Engineer of the Year." James W. Aston, president of the Republic National Bank of Dallas, who is also a registered professional engineer, has been selected "Engineer of the Year" by the Dallas Chapter, Texas Society of Professional Engineers.

Making the presentation to Mr. Aston at the Dallas Chapter's dinner-dance in the Grand Ballroom of the Statler Hilton Hotel was W. W. Lynch, a fellow member of the board of directors of Republic Bank and chairman of the board of Texas Power and Light Company.

Mr. Aston became city manager of Dallas on August 1, 1939, and during the period he held this post he initiated the Central Expressway Project.

FRANK MELTON

LAURENCE MELTON



Riverside 1-6736

Melton

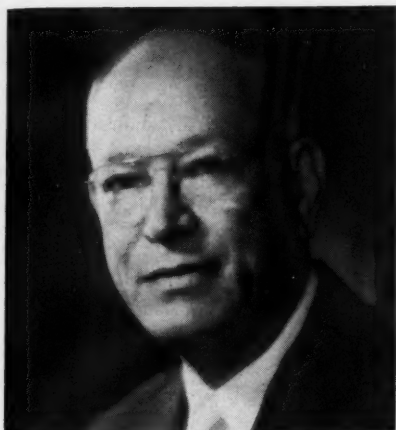
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Honors and Awards



MILLER

Real Estate Group Invites Miller to Membership. Henry S. Miller, Sr., realtor, has been invited to membership in the American Society of Real Estate Counselors.

The Society is made up of realtors with broad backgrounds and experience in the real estate field which qualify them to advise on all types of realty problems. Only 145 counselors have been admitted since the Society was founded.

A lifelong resident of Dallas, Mr. Miller began his real estate career as a young man in 1914. He helped to organize the Dallas Real Estate Exchange — predecessor organization to the Dallas Real Estate Board, which he served as president during 1926.

In 1937, Mr. Miller became the first recipient of the Easterwood Cup as Dallas' "outstanding realtor."

★

Publication Honors Cowley. Leonard M. Cowley, Appraiser-Realtor, specializing in condemnation and consultant phases of real estate, is the only Texan among 43 authors of 58 specialized articles on the valuation of real estate appearing in the Silver Anniversary publication "Real Estate Appraisal Practice" by the American Institute of Real Estate Appraisers.

The 1958 book, containing almost 700 pages dealing with valuation specialties, includes his treatise presented before the Silver Anniversary conference of the Institute in Chicago, entitled "How to Appraise an Avigation Easement."

A retired Colonel, Corps of Engineers, Col. Cowley headed the real estate division of the Southwestern Division, Corps of Engineers, from 1941 to 1948. He owns and operates the "Appraisal Library," a collection of detailed information relative to property values in Dallas and Dallas County.

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A brief analysis recently found the following located in the five state, southwest area of Texas, Oklahoma, Arkansas, Louisiana and New Mexico.

- 17 of the top 500 industrial concerns
- 3 of the top 50 Commercial Banks
- 3 of the top 50 Life-Insurance Companies
- 3 of the top 50 Transportation Companies
- 7 of the top 50 Utilities

These are just a few of the many and varied industries located in the southwest which must and do tell their sales story in business and industrial publications.

Among national industrial and business advertisers listed in BRAD-VERN'S REPORTS, 371 are located in the southwest and in 1957 placed well over 13,000 pages of advertising in the publications surveyed by this well known business paper report.

To get your share of this rapidly increasing industrial and business publication advertising coming from the southwest, your best medium is SOUTHWEST ADVERTISING & MARKETING... the only publication reaching the entire advertising and marketing field in the southwest.

Your advertisement in SAM will be read not only by sales, marketing and advertising managers of these industrial companies, but by their agencies as well. To take advantage of the growing impact southwest industrial advertising is having on the overall advertising picture, your most logical and economical medium is SOUTHWEST ADVERTISING & MARKETING.

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Honors and Awards

Jonsson Chosen Leading Salesman for 1958. J. Erik Jonsson, chairman of the board of Texas Instruments, Incorporated, has been named Dallas' "Leading Salesman for 1958."

Mr. Jonsson received the "Leading Salesman" title at the annual Dallas Sales Executives Club, held at the Adolphus Hotel. Also honored at the dinner were 37 salesmen who were acclaimed for their sales leadership of their individual companies during the past year.

W. N. McKinney, president of the Dallas Sales Executives Club, and V. N. Burgess, immediate past president of the organization, participated in the presentation.

Mr. Jonsson served two consecutive terms as president of the Dallas Chamber of Commerce—in 1957 and 1958—and during the past year saw that organization become the largest such group in the world.

*

Chairmen of Fund-Raising Campaigns Honored. The chairmen of philanthropic fund-raising campaigns in Dallas recently were honored at a luncheon



Erik Jonsson, right, board chairman of Texas Instruments, Inc., is shown accepting his award as Dallas' "Outstanding Salesman for 1958" from W. N. McKinney, president of the Dallas Sales Executives Club.

at which Mayor R. L. Thornton was principal speaker.

Lester T. Potter, president of the Dallas Chamber of Commerce, presented each of the community leaders with a "Man With a Heart" plaque in recognition of his contribution to the raising of more than eleven million dollars in the 18 campaigns.

The luncheon, held in the French Room of the Adolphus Hotel, was sponsored by the Community Service Bureau.

The list of recipients, which reads like a civic "Who's Who" of Dallas includes: J. Erik Jonsson, Chairman of Hockaday School Building Campaign; James H. Bond, Chairman of the Dallas County Chapter of the American Red Cross; Fred F. Florence, Dallas County Chapter of the National Foundation for Infantile Paralysis; J. Robert Phillips, Jr., Dallas Heart Association; Ralph Rogers, St. Mark's School of Texas;

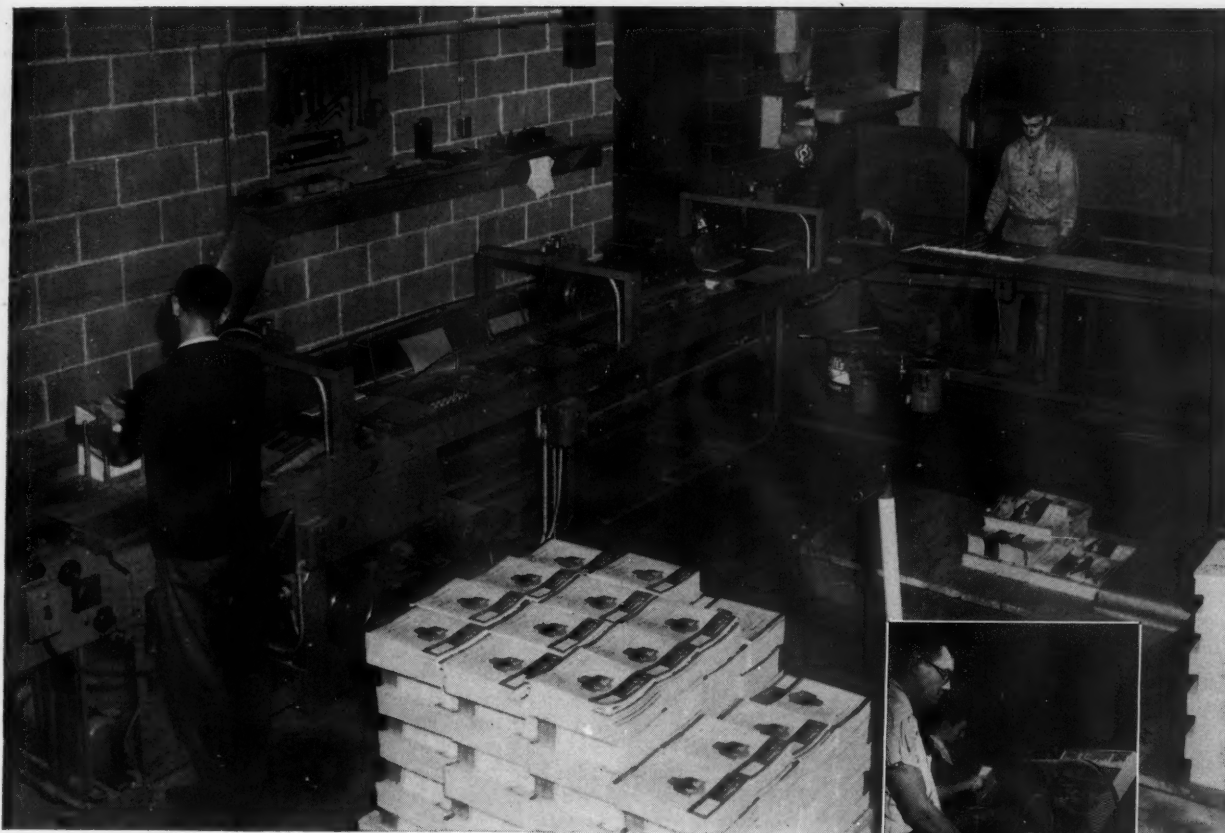
Robert Stewart III, Chairman of the Psychiatric Foundation of Texas; J. Frank Smith, Dallas County Unit of the American Cancer Society; James M. Collins, Dallas Tuberculosis Association; Charles E. Beard, Dallas Mental Health Society; Floyd V. Gish, Muscular Dystrophy Association; Harold F. Boss, Dallas Health Museum; J. Woodall Rodgers, Dallas Symphony; C. A. Tatum, St. Paul's Hospital; Leo Corrigan, Jr., Young Men's Christian Association; J. R. (Bob) Johns, Dallas County Community Chest; Sherman Kaplan, Jewish Welfare Federation and John E. Mitchell, Jr., United Negro College.

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CIVIC EVENTS

Dallas Wins Plaudits for Cancer Education, Public Support in Fund Raising Campaigns

"The City of Dallas leads the nation — in cancer education and in fund raising. That is a fact," Ted Deming, Jr., public relations head of the Texas Division, Austin, said recently in Dallas to the local unit's board of directors, the public relations committee, and the public education committee.

This remark followed the extremely successful promotion of a life-saving cancer film "Time and Two Women," which was presented for women only in a series of free public showings throughout Dallas County on January 27-28. A total of more than 63,000 Dallas women saw the film in downtown theatres, neighborhood theatres, high school auditoriums, churches, and in private auditoriums.

As a result of these open showings, Dallas business and industry have jumped on the bandwagon to have all their women employees see the film. Representative of firms which have shown the film or have it booked are: American Petrofina, Texas Instruments, First National Bank, Titcher's, Frigikar Corporation, Neiman-Marcus, Chance Vought, Sun Oil, Republic National Life Insurance, General Services Administration, and many others, large and small.

The procedure is quite simple: the Dallas unit of the American Cancer Society, 2600 Fairmount, handles all bookings of the 20-minute colored film, which was produced by the national headquarters of the ASC. The film stresses the importance



WALTER COUSINS, JR., public information chairman, Dallas County unit, American Cancer Society, and Ted Deming, Jr., public relations staff member, Texas division, ACS, discuss the life-saving cancer film "Time and Two Women," which is available for club, business and industry showings in Dallas County.

of a yearly checkup for each woman and dramatizes the simplicity of the medical procedure to do this.

J. Phil David is chairman of the public education committee, which has three divisions: industry and business; women; and schools. The staff member who handles all of this is Mrs. Jessie Stotts, who knows exactly where all copies of the film are; what Dallas doctors are available (a

doctor must be present at each showing for questions afterwards); and has at her finger-tips all the other necessary details: movie equipment, screen, booklets, etc. "Time and Two Women" and "Breast Self Examination" are both available and popular, Mrs. Stotts reports.

The recent showings of "Time and Two Women," which is on cancer of the cervix, was co-sponsored by the Dallas County Medical Society and the *Dallas Times Herald*. It was the second open-showing in Dallas, the first being of a film "Breast Self-Examination" which was shown last May to more than 40,000 Dallas County women. The *Dallas Morning News* co-sponsored this first public showing and helped set the pattern and create interest throughout the County.

On April 1, the annual April Cancer Crusade begins in Dallas, with Orville M. Erickson named as Crusade Chairman. Aiding him as vice-chairmen are Gordon Duren and Ed. E. Sammons. J. Frank Smith, 1958 Crusade Chairman, heads the advisory committee along with Travis T. Wallace, honorary chairman, Clifton Blackmon, chairman of the Dallas County unit, and Dr. B. L. Arnoff, president of the local unit.

The April Cancer Crusade has a goal of \$175,000, which will be used for cancer research, education, and service. The goal for Texas is \$1,250,000 and the national total is \$30 million.

"We feel confident that Dallas County will again lead the nation but it will take hard work, enthusiastic volunteers, and an informed public. The one sure way to fight cancer is to give the experts money

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to continue their many-avenue research," Mr. Ericksen says.

Those working with Mr. Ericksen in direction of the April Crusade are Mrs. Eugene Jericho, women's division; Dr. J. E. Miller, doctor's division; Maurice I. Carlson, employee participation; Sam Adams, Jr., Cancer Control Day; Cedric Burgher, advance gifts; and Judge Lew Sterrett, county towns.



MANN

Mann Heads Mental Health Drive.

Gerald C. Mann, Dallas business man and civic leader, will head the annual membership and fund campaign of the Dallas Association for Mental Health.

The campaign is scheduled for April 15 through May 7 and has a goal of 10,000 members and \$41,300.

The Dallas Association for Mental Health carries on a four-point program that includes special services for patients in state and local mental hospitals; operation of Manning House, a social rehabilitation center for ex-patients of mental hospitals; a public information and referral service, and contribution to research on prevention of mental illness.

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MEDICINE

St. Paul's Begins Pilot Study Of Progressive Patient Care

Examinations are nothing out of the ordinary for hospitals. But one Dallas hospital is undertaking an examination of the whole concept of patient care.

In line with increased interest being shown by health institutions throughout the country, St. Paul Hospital will conduct a pilot study in Progressive Patient Care.

This study will entail intensive investigation to determine whether PPC might be advisable for the new \$10,000,000 St. Paul to be located at Harry Hines and Inwood.

Although 500 hospitals in the nation already have some phase of PPC in operation or are contemplating adding one of the five units, no United States hospital has been built around the idea. Should St. Paul decide to construct the new hospital along PPC lines, it could be one of the first in the country so constructed.

Behind Progressive Patient Care lies the theory that hospital patients today may be paying for more care than they need. PPC attempts to correct this situation by dividing patients into categories according to the type of care they are to receive.

The United States Public Health Service, which is strongly supporting the research, divides the PPC program into five parts: intensive care, intermediate care, self-care, long-term care and home care.

Critically ill patients regardless of diagnosis, sex or economic status are concentrated in the intensive care unit. Here constant nursing care is provided with life saving drugs and equipment always at hand. The patient on this unit receives the benefit of private duty nursing without the extra cost of a private nurse.

Intermediate care segregates patients who require a moderate amount of nursing care not of an emergency nature, who are ambulatory for short periods and are beginning to learn to coordinate their own care. This unit offers care similar to that offered by the majority of hospitals today.

Ambulatory patients requiring diagnosis or convalescent care in hotel type accommodations will find their place in the self-care unit. This grouping provides opportunities for patient teaching, adjustment and transition to the hospital or home environment. Nursing care is planned around the patient's progressing toward full recovery.

Care in less costly facilities can be provided on the long-term unit. This division would provide a homelike atmosphere for patients who require skills and hospital services not available in the home.

In the home-care program, hospital services are extended into the home to assist the physician with his patient. The need for hospitalization is thus reduced and preventive services are available to the patient and his family.

Potential stumbling blocks of PPC cited by the American Hospital Association are the high cost of the intensive care unit, the lack of nursing personnel to run an effective home-care program, and lack of chronic-care facilities.

One of these problems, the lack of chronic-care facilities, would be easily overcome by the planned conversion of the present St. Paul to a chronic-convalescent-geriatric center.

The pilot study will try to determine whether these other shortcomings can be overcome with a resulting improvement in care for less money.

Plans for the institution of PPC at St. Paul will be coordinated by the Administrative council and the Executive committee of the Medical Staff.

★

Easter Seal Center Begins Fund Appeal

Thousands of Dallas County children have been helped to overcome crippling handicaps through the free services of Dallas' Easter seal center, which is now conducting its annual fund appeal.

Easter seals, with a letter describing the services of the Dallas Society for Crippled Children's Cerebral Palsy Treatment Center at 2312 Oak Lawn, have been mailed to residents throughout Dallas County.

Operating on donations to the Easter seal fund, the center treats children with cerebral palsy and speech and hearing disorders — 549 of them last year.

R. L. Thomas, president of the Dallas Society for Crippled Children, has signed the letter carrying the Easter seal message to Dallas County people. The appeal letter is illustrated by a picture of two bright children standing with the aid of braces and a crutch apiece — and wearing broad grins.

"A few years ago, neither of these children could move from place to place ex-

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cept by crawling on their stomachs," the letter states. "Neither could sit, stand or talk. Now they play with other children. Jackie can ride a hobby horse. Linda has started to school."

The miraculous change came about, not by a miracle, but by patient hard work and skilled therapy carried on over many months, Mr. Thomas said.

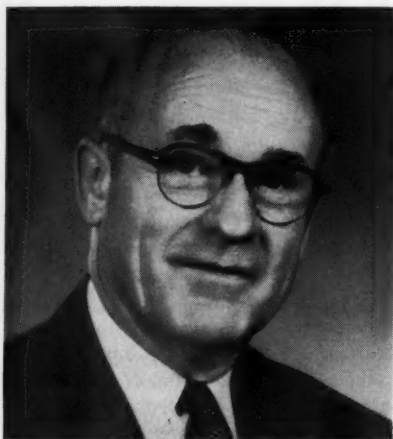
Cerebral Palsy — with which the center has had outstanding success — was generally considered hopeless before the center was founded less than a dozen years ago in an upstairs East Dallas room.

At that time, hundreds of Dallas victims were hidden away in back bedrooms by parents who had lost all hope.

The fact that speech and hearing problems are common in the cerebral palsied — in addition to severe crippling — led the center to broaden its scope to include all types of speech and hearing problems in children.

The treatment center has a professional staff of 21 headed by Dr. Philip N. Hood, and a medical consulting staff of 14 physicians.

The 1959 Easter seal goal is \$115,000 — same as the center's budget, which has been studied and approved by these businessmen: Travis T. Wallace, chairman, and Rodney D. Hargrave, Jerome K. Crossman, Fred O. Detweiler, Max Clam-pitt and Ben H. Mitchell.



QUINN

Doctors Name Quinn to Top Post. Dr. Lester H. Quinn, Dallas eye specialist, has been chosen president-elect of the Dallas County Medical Society.

Dr. Floyd Norman, named president-elect a year ago, automatically became president January first.

Other officers elected were Dr. Charles M. Cole, vice-president; Dr. Willard C. Sellman, secretary, and Dr. George N. Aldredge, Jr., re-elected treasurer.

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EDUCATION

University of Dallas Conducts Fund Drive; Announces Growth Since 1956 Establishment

The first operating fund campaign of the University of Dallas was conducted during the month of March with local business executives heading the drive. Goal of the month-long appeal was \$125,000.

E. R. Haggard was general chairman with Michaux Nash as campaign chairman; Milton Brown, advance gifts chairman; Walter Fleming, big gifts chairman and Keith Baker heading the special gifts appeal. Clifton Blackmon was publicity chairman and R. W. Baxter, treasurer.

E. Constantine, Jr., headed a 70-man sponsors' committee for the drive. Others in top leadership posts were C. B. Peterson, Jr., Leland Dupree, Vance Foster and Edward R. Maher, advance gifts vice-chairmen; Felix Harris, big gifts co-chairman and James Finnegan, Thomas Maher and George Smith, section chairmen; Charles Bartush and Dudley Coursey, special gifts group chairmen.

In connection with the launching of the campaign, the University announced expansion plans to keep step with growing demands for additional facilities. The University, which opened in September 1956, to date has had a 300 percent increase in enrollment. The current enrollment of 450 is expected to jump to 750 next fall.

To provide housing facilities for these students work is being rushed on two new residence halls so they will be ready by September. The halls, one for women and the other for men, will each accommodate 66 students and 1 supervisor.

An unusual innovation for student residence halls, according to Adams & Adams, architects, will be a split level arrangement for a recreational area in each hall which will provide a social lounge for reading, entertaining visitors and TV, as well as a snack kitchen. The halls will be two stories high and will be weather-conditioned for year around use.

In the past year, two buildings have been erected on the 1,000 acre campus to bring the total to eight. Plans for other buildings are already in the preliminary stage.

In addition to expanding its physical plant, the University also announced that its faculty would be enlarged and that two nationally known educators had been engaged as department heads. The present faculty of 29 full and 9 part time teachers

will be increased to 38 full and 8 part time members.

The new department heads will be Dr. Anthony Kubek, who will head the Department of History and Political Science as well as serving as chairman of the Division of Social Sciences, and Dr. Karl Everett Ashburn who will head the Department of Business and Economics.

Dr. Kubek comes to the University from Pennsylvania State Teachers College. Dr. Ashburn has served as a dean, department head or professor at various schools including S.M.U., Texas Tech, Southwestern La. Institute, University of Tulsa, McNeese State College and Howard Payne College.

At the present time the University has only three lower classes. The senior class will be added in September with the start of the institution's fourth academic year. The first graduation will be held in May 1960.

The University is operated under Catholic auspices, but is open to students of all faiths. Approximately one out of four students is non-Catholic.

The student body is drawn from all parts of the nation, with the Southwest, and Dallas in particular, furnishing the greatest number. Although barely two and one-half years old, the University has already attracted students from ten foreign countries.

The operating fund campaign stressed to Dallas businessmen the fact that the University is providing greatly needed facilities for higher education locally at no cost to the taxpayer.

Also stressed were the cultural, civic and economic advantages to Dallas in having another four year university. In addition to the increased buying power to the community resulting from construction, maintenance and operation of a university, the national average for student expenditures is about \$1,500 annually. This means additional revenues to Dallas businessmen.

Like other universities, the University of Dallas does not charge the student the full cost of his or her education, for this would deprive many of the opportunity for higher education. The operating fund campaign was held to help meet the deficit which the University incurs in providing young men and women with needed educational opportunities.

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Education

Temco Presents Computer to SMU.

An analog computer — a valuable research tool — has been given to Southern Methodist University by Temco Aircraft Corporation.

President Robert McCulloch of Temco made the presentation of the \$45,000 computer to SMU President Willis M. Tate. It will be housed at the engineering school.

★

Library to Set Up Training Aids Department.

A central repository for training materials for use by industry and schools will be set up in the Dallas Public Library and will begin with 420 separate training aids.

Named to a temporary four-man exploratory committee to promote interest and acquire material for the training aids center were: Oliver Erickson, manager of the Mechanical Contractors' Association, chairman; Lawrence Martin, Electrical Contractors' Association manager; and two labor representatives — Al Springs, representing the construction trades and Ben Tyra, district representative, United Automobile Workers.

★

Theological Seminary to Build Library.

Dallas Theological Seminary and Graduate School of Theology has broken ground for a \$325,000 multi-purpose library building which is scheduled to be ready for occupancy for the opening of the 1959-60 school year in September.

Completely air-conditioned, the building is designed for a capacity library of 100,000 volumes and reading and research facilities adequate for a student body of 500.

Fisher and Jarvis are the architects, and the T. C. Bateson Construction Company is the general contractor for the new library.

★

Air Reserve Center Moves from SMU.

The 2683rd Air Reserve Center of Dallas has moved its entire operation from the Southern Methodist University campus to the New Dallas Automobile Club building.

The Air Reserve Center occupies the entire top floor of the quarter-million-dollar building at 4425 North Central Expressway. The five-year lease arrangement was made by Jim Moran of Hudson and Hudson, Realtors.

The modern, two-story building, designed by Architect George Dahl, has a drive-in service window for the accommodation of AAA members. The local club occupies the first floor of the building.

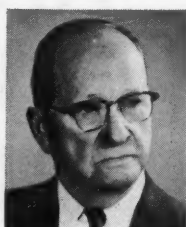
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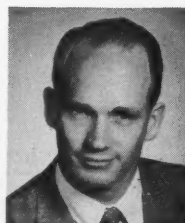
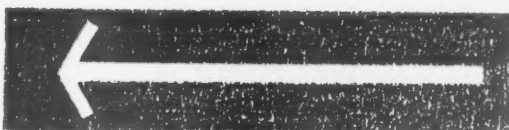
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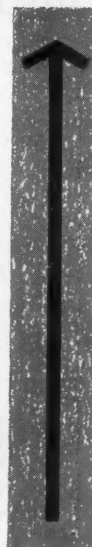
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Orion Newman



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John Lowe

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YOUNG MEN GOING PLACES

Clarke, Dunagan, Huffhines

by Elery Owens

It's probably stretching a point a bit to call them three young men on a horse — or is it?

At least, the simile is valid to this extent. They are three young men who have ridden an idea, conviction perhaps would be a better word, to a position near the front in the highly competitive race among Dallas advertising agencies.

The young men: Devane Clarke, 29; Bill Dunagan, 31 and C. C. Huffhines, also 31.

The agency: Clarke, Dunagan and Huffhines.

All of them have ridden hard and fast in the last five years. Yet it may well be that they are only rounding the first turn.

Five years ago, the agency's tangible assets were almost negligible; no more than a dilapidated typewriter, a second-hand desk and \$570 in borrowed money.

That's a far cry from today. In new quarters at 2707 McKinney, occupied only a few months but already outgrown, Clarke, Dunagan and Huffhines count billings of \$1,250,000.

They expect it to be \$2,000,000 by December. "We're trying to double our business by the end of the year," says Bill Dunagan, "and know we can do it."

It's all part of a carefully laid-down program — a long-range one covering the next five years. The starting point goes back to the concept that motivated the founding of the agency — the all-important intangible they have ridden to a marked degree of success in a few years.

Briefly, it was this: the belief that Dallas needed a new type of advertising agency; and the conviction they could provide it.

Devane Clarke explains it this way: "We felt the need for an agency that met the requirements of a complete marketing concept — a combination of merchandising and research, sales promotion, publicity and public relations, as well as advertising."

This was an objective that has been approached with a great deal of vigor and thoroughness — and above all, with imagination.

"We believe," says Devane, "in the imaginative, creative approach to every problem — 'Showmanship with Salesmanship'."

There is a remarkable degree of unanimity among these three young men — toward their work and their methods. There is also an element of similarity.

All three are Texans: Devane from Athens, Bill from Dallas and C. C. from Richardson. All are products of the University of Texas, with majors in advertising.

Actually, Bill and Devane got their first jobs together, with the Dr Pepper Company. It was the direct result of an advertising campaign they set up as a classroom project at the University.

With Dr Pepper, Devane worked in marketing and franchise; Bill in sales promotion and as a zone manager.

The idea of establishing an agency of their own developed gradually—and with it, their plans. Finally, in November of 1953, Devane left to open the agency and Bill joined him eight months later.

Their first base of operations was an apartment owned by Bill's parents, which did double-duty as living quarters and office.

It was two years later, in 1956, that Huffhines joined the firm.

The agency's growth, with the exception of one serious but temporary setback, has been rapid. The client list has lengthened; billings have climbed.

Although CD&H has never particularly gone in for awards, a considerable number on the national, state and local level have come its way—recognition of the agency's fresh and effective approach to advertising.

But more gratifying have been the substantial indications they were on the right track.

A case in point: Last October, one of the agency's clients — Fox and Jacobs Construction Company — opened its newest development — Accent Homes. On the third Sunday after the opening, the 500th home was sold, \$8,000,000 worth of homes. This was the culmination of an intensive six-month campaign by CD & H.

"It wasn't exactly an award," says Bill Dunagan. "But it was a reward — just to know we played an important part in it."

Clarke, Dunagan and Huffhines are convinced they are on the threshold of a period of intensive growth. In five years, they envision offices in New York, Chicago and on the West Coast — and plans have been laid accordingly.

Organization, personnel, prospective clients have all been considered in detail, so it will be possible for the anticipated expansion to come with a minimum of disruption.

Although they have ample reason to be, Clarke, Dunagan and Huffhines are not satisfied with their accomplishments. These young men are too busy looking to the future — and what it holds.

NEWS SPOTLIGHT

Dodgen Named Research, Records Department Manager

George F. Dodgen has been named manager of the Research and Central Records Department of the Dallas Chamber of Commerce.

Mr. Dodgen, former Labor Market Analyst with the Dallas office of the Texas Employment Commission, replaces W. A. Rosamond, who was named manager of the Chamber's Industrial Department on Feb. 15.

As manager of the Research Department, Mr. Dodgen will supervise all research activities of the Chamber which support the work of the various Chamber committees. He will be in charge of the extensive records the Chamber maintains on Dallas and Southwest business for the use of its members. The Dallas Chamber was the first in the nation to use business machine punch cards for its basic records, eliminating duplication of effort as well as providing quicker and more complete service for members.

Mr. Dodgen will also serve as editor



DODGEN

of the "Key to Dallas," the annual buyer's guide and directory of the Dallas Chamber membership.

A native of Teague, Texas, Mr. Dodgen is a graduate of Abilene High School. He attended Abilene Christian College and Dallas College of Southern Methodist University.

He had been with the Texas Employment Commission since 1945. As a mem-

ber of the TEC staff, Mr. Dodgen worked closely with the Dallas Chamber on a number of projects, including the extensive Dallas County place-of-work-place-of-residence survey, conducted by the TEC and sponsored by the Dallas Chamber some two years ago.

★

Tapco Decision Accents Dallas' Prominence

Dallas' prominence in the aircraft industry was accented this month by the announcement that Robert G. Hayes has been named Dallas representative of the Tapco Group of Thompson Ramo Wooldrige Inc. of Cleveland. He comes to Dallas from the Cleveland headquarters of the company. He will serve all of Texas but the office was established in Dallas in order to provide better service to the concentration of the aircraft industry here.

The Tapco Group was organized last year to bring together under a centralized sales and engineering authority Accessories, Electronics, Jet, Pneumatics and West Coast Division of the company, all of which serve the defense industry.

It is a supplemental sales force that beats the bushes and makes the cold calls for your regular salesmen. It should represent your organization and the way it does business. If you demand aggressive, poised, personable salesmen then you should insist on the same calibre of printed sales personnel. If you expect to grow and prosper in business you must offer an honest product and service, your sales message should tell your story as simply and honestly as possible and the quality of your product should be reflected in the quality of your sales force... printed or personal. We have had some success in producing high quality direct mail for customers we have had a small part in helping to grow. May we assist you, too?

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DALLAS, TEXAS

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News

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DALLA

News Spotlight



BAKER

Baker to Head Community Chest Drive. Richard Baker, president of W. A. Green Company, has accepted the chairmanship of the Community Chest's fall campaign for Dallas County.

Last year, Mr. Baker headed the Chest citizens budget committee which screens all agency budgets to establish minimum needs, and he has served on the Chest's finance and executive committees.

Although the actual fund-raising does not begin until fall, Mr. Baker will start work immediately, devoting most of his time for the next eleven months to the Chest.



New 1959 officers and trustees of the Dallas Community Chest Trust Fund elected at the trust fund's annual meeting include, left to right, C. A. Tatum, vice-president; Fred M. Lange, secretary and executive vice-president; Frank H. Heller, new trustee; and seated, Harold F. Volk, re-elected president for the second consecutive year. Other officers and new trustees are R. W. Baxter, treasurer, and R. R. Gilbert, trustee.

DALLAS • MARCH, 1959

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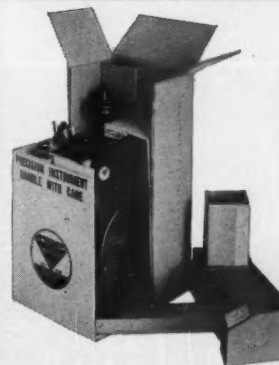
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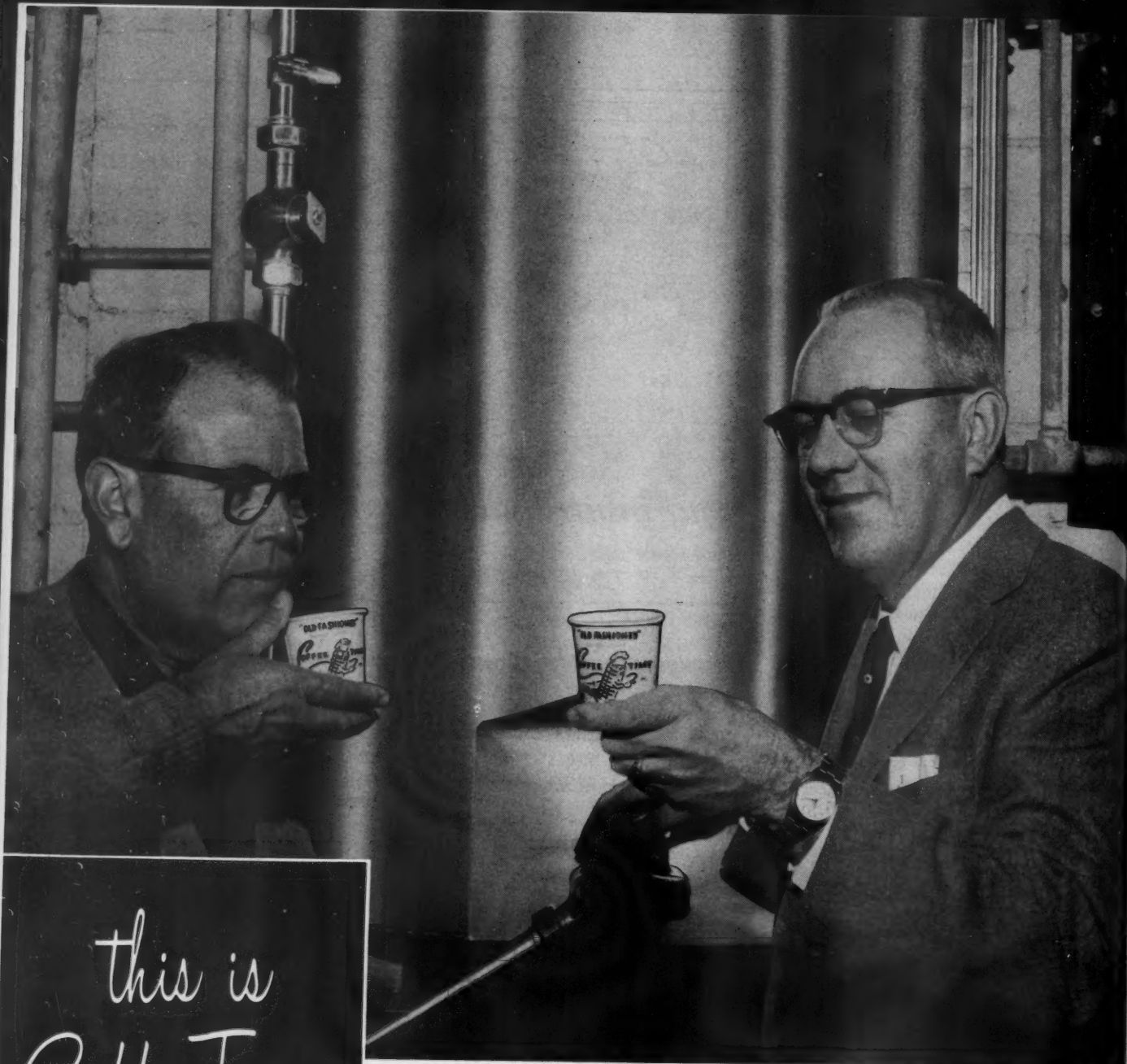
Gravity flow gas meters require suspension package. The package must be good and to be good it must be well engineered. Let Lane make the right corrugated container for your product.

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this is
Coffee Time
INC.

The real test . . . TASTE!

COFFEE TIME, INC. associates, Robert Dean and John Peickert, practice *quality control* right through the final test — TASTE — and TASTE IS WHERE IT COUNTS. Every batch must have rich aroma and full-bodied flavor for your enjoyment. Serving "Old Fashioned" brewed coffee is our business — exclusively.

TASTE TESTING is *just one* of the many careful quality controls that make coffee by COFFEE TIME, INC. the best cup of coffee you can serve — in your office, your plant or for special events. Remember . . . the same fine quality "Old Fashioned" brewed coffee is available in coin operated vending machines.

IT'S BREWED TO BE GOOD!

COFFEE TIME Incorporated
A Complete Hot Coffee Service

1426 N. INDUSTRIAL • RII-3855 • DALLAS, TEXAS



News

Roy J. Jefferies Consul

Mr. F. Jefferies, Consul General, is shown in a portrait. He is a man with glasses, wearing a suit and tie. The text to the right of the portrait mentions his appointment as Consul General for the United States in Guatemala.

The General has been closed since the reorganization of the State Department. The new building, located on the corner of 14th and Main Streets, is now open for business.

Mr. Jefferies is a member of the Methodist Church and has a degree in Arts from the University of Washington. He has been in the State Department since 1945.

He has been in the State Department since 1945. He has been in the State Department since 1945. He has been in the State Department since 1945.

So

• PAGIN

SC
LOUIS BERG CARLSON

STRO
ROOM 1
3202 KN

DALLAS



JENKINS

Roy Jenkins Appointed Consul of Guatemala

Mr. F. Javier Esteve, Dean of the Dallas Consular Corps, has announced the appointment of Roy Jenkins as Consul of Guatemala, as contained in a letter from the General Director of Consular affairs for the Minister of Foreign Affairs in Guatemala.

The Guatemalan Consulate, which has been closed since November, 1957, will be reopened on April 15, 1959, in the Guardian Savings Building, Main at Field Street, and the office hours of the Consulate will be from 10 a.m. until 3 p.m.

Mr. Jenkins is a graduate of Southern Methodist University with a Bachelor of Arts degree in Spanish in 1933. Upon graduation, he entered the oil business with his father. He is now a stockholder, Director and Secretary-Treasurer of the Washington Oil Corporation with offices in the Republic National Bank Building.

He has been Manager of the Foreign Department of the Dallas Chamber of Commerce since July of 1944, and also serves as Secretary of the World Trade Committee of this organization.

Goodwill Industries Shows Gain in Services. A total of 670 handicapped persons were given training and employment at Goodwill Industries during 1958—the greatest number employed in a single year since the founding of the agency in 1923.



TIPTON

National Conference Appoints Tipton. William H. (Bill) Tipton, Jr., of Washington, D. C., and formerly of Dallas, has been named vice-president in charge of the Southwestern Division of the National Conference of Christians and Jews, with headquarters in Dallas.

Mr. Tipton has been vice-president in charge of the Southeastern Division of the Conference for the past five and one-half years, and previous to that time had served in Dallas for one year as associate director of the Southwestern Division.

As southwestern director, Mr. Tipton will maintain headquarters in the National Building, Dallas, and will supervise all activities of the Conference in Texas, Oklahoma, Arkansas, Louisiana, and Mississippi.



GREEN

Leonard Green Named New Goodwill President

Leonard M. Green, prominent Dallas business man, has been elected president of Goodwill Industries, the Community Chest agency engaged in the rehabilitation of the handicapped. He succeeds Gerald C. Mann, who has completed two terms in the office.

Officers re-elected are Paul Penland, chairman of the board; W. R. Burns and Henry S. Miller, vice presidents; Millard J. Heath, secretary, and R. Randle Gilbert, treasurer. Three directors elected for three-year terms increase the size of the Goodwill board to 25. New directors are W. R. Moore, Lawrence S. Pollock, Jr., and Robert S. Strauss.

Officers and directors of Goodwill Industries serve without pay, contributing their time as a public service to the administration of the agency's affairs.

Active in both the business and civic life of Dallas, Mr. Green is Chairman of the board of Ray Smith Associated Companies and was formerly president of the Dr Pepper Company.

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No need to buy! Ask about our *no-down-payment, long-term lease plan* on famous Stromberg-Carlson custom-engineered Sound Systems!

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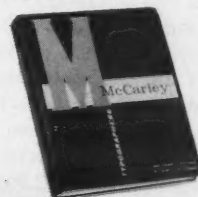


Top-rate advertising men are consulting

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new type book

Your personal copy will be sent upon request!



MCCARLEY TYPOGRAPHERS • 1001 CAMP • DALLAS • RI 1-5161

News Spotlight



BROWN

Brown Heads Clearing House. Milton Brown, president of the Mercantile National Bank at Dallas, has been elected president of the Dallas Clearing House.

Mr. Brown, a native Texan, has been in Dallas and Dallas banking since 1911 when he became a runner for the American Exchange National Bank. In 1917 he became assistant cashier of a Dallas private banking concern opened by R. L. Thornton and two partners.

Mr. Brown became a vice-president in 1928; executive vice-president in 1943, and president of the Mercantile in 1947.

★

Chance Vought Unveils Wind Tunnel. A "trisonic" wind tunnel valued at \$4,000,000 that can blow a 1,200-mile-an-hour breeze is now available for aircraft testing at Chance Vought Aircraft.

The tunnel can test models in the subsonic, transonic or supersonic ranges and took two years to build. It gives Chance Vought one of the most complete aerodynamic testing facilities in the aircraft industry.

★

Business Men's Day Set April 7. The twelfth annual Business Men's Day, sponsored by the Alumni Association of the School of Business Administration of Southern Methodist University, has been planned for April 7.

Speaker for the luncheon, to be held in Lee Student Center on the SMU campus, will be Gardiner Symonds, president of the Tennessee Gas Transmission Company, Houston. Considered among America's fifty foremost business leaders, Mr. Symonds will draw his Dallas speech from "American Capitalism," a paper he recently gave at Harvard.

Reservations (\$2.50) may be made at the SMU School of Business Administration office.

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with
CYCLOHEXANONE
made in Dallas
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workmen
for
Motorists
everywhere.

Start
saving today
switch to
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MICRO-LUBE SALES
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A NEW LOCATION

We are now better equipped than ever to serve you in our new location at 4309 Avondale.

This modern plant also houses our files of a Half-Million Negatives of Old Dallas pictures, indexed by firms.

Call us for Old Pictures — and for prompt and dependable photographic service on today's requirements.

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Since 1911

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News Spotlight



WATTS

Watts Appointed Civil Defense Chairman. George J. Watts, vice-president in charge of advertising and public relations, Republic National Bank of Dallas, has been named chairman of the Public Information Section, Dallas City-County Civil Defense and Disaster Commission.

Mr. Watts, who joined the staff of the Republic National in 1952, serves as chairman of the Educational Committee, Dallas Advertising League, and is past-chairman of the House Committee of the Dallas Advertising Club.

Aiding Mr. Watts in his new civil defense post as consultants will be John L. Briggs, Southland Life Insurance Company, and Tom J. McHale, Dallas Chamber of Commerce.

In addition, John R. McCarty, vice-president of the Frito Company, has been named vice-chirman of the commission's public information section.

★

Mitchell Heads Civic Group. John E. Mitchell, Jr., president of the machinery firm bearing his name, has been elected president of the Dallas Citizens Council.

Other officers elected include C. A. Tatum and Austin F. Allen, vice-presidents, and W. W. Overton, Jr., secretary-treasurer.

★

Welfare, Pension Report Due April 1. Dallas employers are reminded by the U. S. Department of Labor that they must file a report by April 1 on welfare and pension plans that they administer. This requirement is contained in the new Welfare and Pension Plans Disclosure Act passed in the closing days of the last Congress. Forms for filing the required information are obtainable at the Department of Labor office in the Santa Fe Building.

Cerebral Palsied Sheltered Workshop Surpasses Expectations on Second Anniversary

April 1, a small, unique Dallas business based on the principle of "helping them to help themselves" will observe its second year of holding shop.

And the Cerebral Palsied Sheltered Workshop at 4603 Maple Ave. can look back to a record of success that passed all original expectations, even the most optimistic.

The two-year goal of 20 employed persons set when United Cerebral Palsy Association of Dallas County established its sheltered workshop in April, 1957, was passed long ago. Today, the workshop employs 61, most of whom are cerebral palsies.

For handicapped persons fated in past years to searching out ways to use long, dreary hours at home, the opportunity to turn out constructive work while contributing to their own support — and in some cases to that of families — is indeed a milestone.

They even contribute to their government, with approximately \$7,000 in income taxes paid last year as former "tax-eaters" became "taxpayers."

The four-room workshop was established with the assistance of a small grant

from the Office of Vocational Rehabilitation of the Department of Health, Education and Welfare. Originally, it was aimed at helping exclusively cerebral palsy victims. The work load increased so rapidly that the services of other handicapped persons were soon required.

The beginning wage is 35 cents per hour — sub-standard for other workers, but a boon to the previously unemployed. Regular wage raises are given, along with paid holidays and vacations, and employees can earn beyond these raises under the incentive plan.

Throughout the day, the four-room building hums with activity, as busy, happy workers do many jobs for industry: Envelope stuffing and mailing, sanding and painting, wood and metal work, typing and addressing, sorting and sizing, drill grinding, mimeographing, inspection, packaging, sewing, etc. They are especially pleased when they are working on a defense project, such as reclaiming transistor parts for Texas Instruments, Inc., on which they perform the close work of removing germanium for the transistor's header.

Companies who provide work recom-

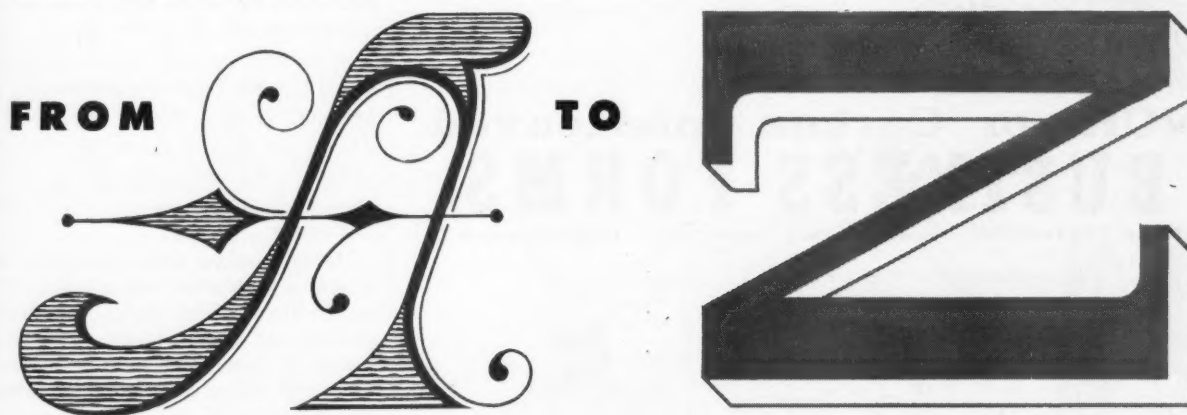
mend the workshop highly.

Marvin Lane, manufacturing engineer at Texas Instruments, for whom the workshop is now on its third million transistors, says, "The workshop provides very satisfactory results. We've had absolutely no trouble on volume work they've done for us."

D. C. Haynes, chief of Warehousing, Chance Vought, Inc., says, "The quality of their work is excellent. They do packaging according to rigid military specifications, and our inspection department has not had one rejection." Haynes added that sorting done by the UCP workshop showed "excellent accountability and accuracy."

Jack Melton, general foreman, Temco Aircraft Corp., calls the work performed by the handicapped "very satisfactory. Our standards are very rigid in drill grinding, and the work has to be superior to meet our standards."

Tony Catina, shop foreman of Fritz W. Glitsch & Son, also says results are "very satisfactory." He adds that in dealing with the workers he has found "they are very interested in being self-supporting, and are most conscientious."



From layout to delivery, your production schedules and quality requirements demand the careful attention of men with the **know-how** and the **care-how** to plan and produce within your budget... and deliver an exceptional job every time.

Only the EGAN company in Dallas offers so many facilities and so much experience... in every phase of the Graphic Arts Industry. Complete lithography, letterpress, business form and embossing departments... complemented by skilled art, typography and bindery services... give EGAN the ability to produce a turn-key job every time. Plan now to call the EGAN company on your next job.

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1006 Ross Ave. • Dallas, Texas • Phone Riverside 7-6321

Is your money unemployed
or working part-time?

IF SO...

Put it to work on a full
time basis with safety and
convenience.

3 1/2% **ON YOUR MONEY**
PER ANNUM
COMPOUNDED
SEMI-ANNUALLY

EACH ACCOUNT INSURED UP TO \$10,000

AMERICAN SAVINGS & LOAN

Downtown Dallas • 1700 Commerce at Ervay • Riverside 1-4191
One Office • No Branches

G | N | L

Life • Accident & Sickness • Hospitalization • Annuities

GREAT NATIONAL LIFE

Insurance Co.

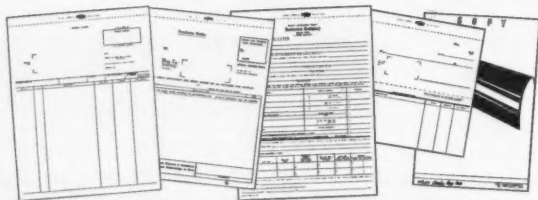
Carl C. Weichsel, President
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**NCR* or Carbon Interleaved
BUSINESS FORMS**

Invoices Purchase Orders Insurance Policies Voucher Checks Carbon Second Sheets



Do the job better and faster!

No Quantity Limit — Prompt Delivery

*No Carbon Required

THE EXLINE-LOWDON CO.

**LITHOGRAPHERS • PRINTERS • ROTARY BUSINESS FORMS
BANK STATIONERS**

1818 SOUTH ERVAY ST. • HA 1-2177 • DALLAS, TEXAS

Dallas Never Dormant

(Continued from Page 11)

has sold Dallas and Dallas Chamber of Commerce programs to the Dallas business community and made the membership of this organization one of the best informed in the nation. Its regular monthly readers have also included a large list of industrial prospects in the North and East who have established branches and plants here and are interested in future Dallas expansion.

The amateur "advertising men" of a half-century ago have evolved into a hard core of professionals who make up the present membership of the Dallas Advertising League. Two objectives of the 150,000 Club were achieved decades ago and the Metropolitan Area of Dallas includes more than a million people. But the dynamic spirit of the men who founded the Dallas Chamber of Commerce half a century ago still motivates the business leaders who direct its destiny today.

★

The Expanding Graphic Arts

(Continued from Page 13)

Another factor that has enhanced the growth of Dallas Graphic Arts has been its steady growth as a supply center. Dallas has two of the largest type houses in the South: Jaggars, Chiles, Stovall, Inc., and John A. Scott Co., Inc. It is also a major center for photoengraving and the sale of presses, inks and printing supplies. It is one of the largest paper distributing centers in the South and has all of the auxiliary agencies necessary for printing production.

Another unique Dallas feature is the Graphics Arts Center constructed in 1958 by the Olmsted-Kirk Paper Co. for the printing and allied industries. The facilities of the center include an auditorium, an exhibit gallery and a printed specimen library. There have been more than a hundred meetings in the auditorium since the center was opened last May and more than 25 exhibits have been featured in the center since that time. Many inquiries and letters have come to Dallas from over the nation and foreign countries concerning the building and operation of this unique center.

Major industry conventions also point up the importance of Dallas as a Graphic Arts Center. Last fall Printing Industry of America, the national trade association of the printing industry, held its largest and most successful national convention in Dallas. In October of this year the 64th annual convention of the American Photo

Engravers Association will be held in Dallas. This will mark the first time this convention has ever been held in the South.

The overall growth of Dallas as one of the nation's leading Graphic Arts Centers is a reflection of the dynamic growth of Dallas and its expanding trade area. Since the Graphic Arts Industry provides a primary means of communication for business, it provides another composite yardstick for all types of business growth in the Great Southwest.

★

Industrial Advertising

(Continued from Page 18)

Of course, not all business and cities have felt they needed to advertise.

There is a big boneyard of industry where with some searching you can find the names of many a company which tried to operate too long in the sincere belief that if you built a better mousetrap the world would actually beat a path to your door.

And many a once illustrious city today finds its name dim on the memory of the average man because earlier citizens "didn't believe in" beating the drum for their town.

No one can say that Dallas was ever backward in this respect. The whole history of Dallas has been that of making the city a more attractive place in which to live and do business . . . and of telling the world about it. And with obvious results!

Today Dallas has an expanding, diversified money-making industry . . . a wonderful, dynamic dependable business climate . . . good city government, and a fair tax rate . . . a long-range program for abundant water . . . a cosmopolitan citizenry . . . fine residential sections . . . a great and growing skyline . . . in short a stature not approached by any other city in the Southwest.

Dallas has its magnificent new air terminal . . . a breath-taking new auditorium . . . impressive new hotels . . . sleek ribbons of highways and expressways and plans for more to come.

And — what seems to impress many newcomers most — Dallas has a remarkable, swinging, sparkling pulse beat . . . an energetic tempo, and up-and-coming attitude . . . a sense of progressiveness, prosperity, modernity, hospitality and well-being that no other city possesses in such a stimulating combination.

National advertising helped make Dallas what it is today. What Dallas is today provides great material for more effective advertising in the future. And so the wheel turns. Nothing succeeds like success — with a little extra help from advertising!

CITY PRINTING COMPANY

Commercial and Offset Printing

Riverside 2-7639

605 MAIN ST.

Riverside 7-1361

J. N. "JIM" LODEN

DALLAS 1, TEXAS

F. W. & D.

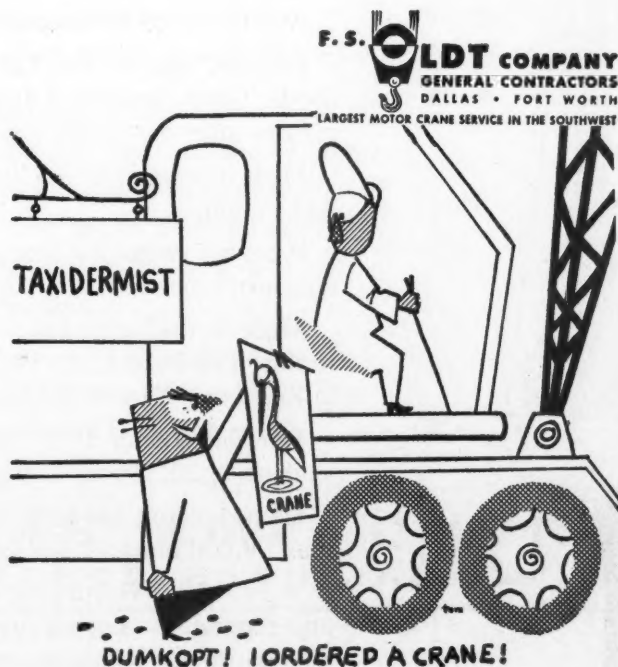
"PIGGY-BACK"
FREIGHT

SERVICE



*available to Shippers between the
Southwest and the Markets of America*

FORT WORTH AND DENVER RAILWAY





TAKE TIME

Take time — the half a minute it takes to read this page — to consider the slogan: "The Red Cross — on the Job When You Need It Most."

This month, the Dallas County Chapter of the American Red Cross is conducting its annual campaign. The 1959 quota is \$635,794, with \$334,827 to be retained in the Dallas County Chapter.

Exactly what Red Cross does for Dallas County, itself, is shown by a summary of last year's achievements. In Dallas alone, YOU and the Red Cross:

Assisted 9,169 servicemen, veterans and their families.

Provided shelter for 115 persons following the April floods. Gave emergency assistance and \$22,695 to 1,251 persons after one-family fires.

Made it possible for 3,429 persons to take Red Cross First Aid training.

Provided swimming lessons for 13,061, and boat safety demonstrations for hundreds of thousands.

Made it possible for 256 parents and grandparents to learn Mother and Baby Care, and 582 others to receive training in Red Cross Care of the Sick and Injured.

Provided Junior Red Cross opportunities for 133,518 students in 205 Dallas County schools.

Helped recruit and train 1,230 volunteers who gave more than 99,000 hours of service in 1958 alone.

Worthwhile? Worth time — your time, both as volunteer and supporter — for an organization whose only aim is to be "On the job when you need it most."



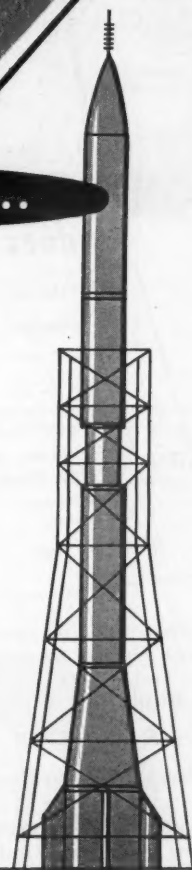
AND SKILL...

in handling on-the-job accidents

- ... cut down lost time
- ... reduce medical expense
- ... improve employee morale
- ... help keep your work force at peak efficiency

That's what Texas Employers' claims service from 25 key locations can do for you. And, you should know that TEIA has provided this and other services for 44 years, and at the same time, helped Texas business and industry save nearly \$60,000,000 on the cost of workmen's compensation insurance.

Thousands of businesses, both large and small, are taking advantage of these services and savings. Why don't you? Call your nearest TEIA office today.



SERVICE OFFICES

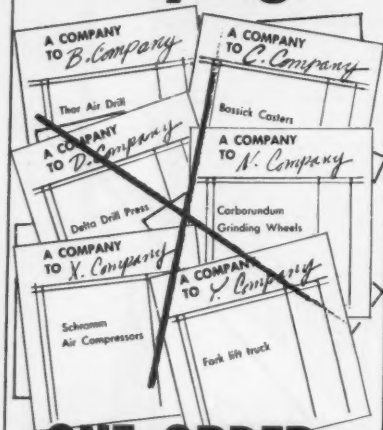
ABILENE • AMARILLO • AUSTIN
• BEAUMONT • CORPUS CHRISTI
• DALLAS • DALLAS (OAK CLIFF)
• EL PASO • FORT WORTH
• FREEPORT • GALVESTON
• HARLINGEN • HOUSTON
• LONGVIEW • LUBBOCK
• MIDLAND • ODESSA • PORT
ARTHUR • SAN ANGELO • SAN
ANTONIO • SHERMAN • TYLER
• WACO • WICHITA FALLS

**TEXAS EMPLOYERS
INSURANCE ASSOCIATION**

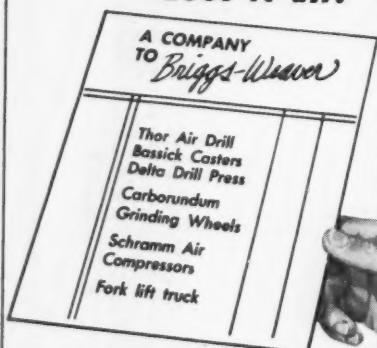
HOME OFFICE:
EMPLOYERS INSURANCE BUILDING
DALLAS, TEXAS

AUSTIN F. ALLEN, *Chairman of the Board* BEN H. MITCHELL, *President*

CUT OVERHEAD WITH **Simplified Buying!**



**ONE ORDER
does it all!**



one requisition, one receiving,
one invoice, one payment...

**A minimum of bookkeeping
A maximum saving**

Plus large stocks always on hand
... fast delivery ... product in-
formation ... engineering serv-
ice ... quality products.

Buy from



Industrial Supplies, Tools and Equipment

Dallas — 5000 Hines Boulevard — LA 8-0311
Fort Worth — 222 N. University Drive — ED 6-5621
Houston — 300 S. 67th Street — WA 8-3361
Beaumont — 1005 S. 4th Street — TE 8-5261

Dallas world trade NEWS

World Trade Must Be Pursued

By Paul Geren

**Executive Director
Dallas Council on World Affairs**

Business is above all a matter of selling. Almost everyone grants this. However, we have been more aware of the truth of this proposition in domestic than in world trade.

Pursuit is just as necessary in world trade as in domestic. In fact, it may be more so. Not only must geographical distance be overcome, but there are the differences in technology, production processes, and the entire outlook.

When these are overcome, the reward is all the greater. Any prize is better for being hard won. Here are two examples of how Dallas industrial firms have scored through the intelligent and diligent pursuit of world trade.

One of these is a firm manufacturing cotton ginning equipment. As a United States Foreign Service Officer in Syria, I had the privilege of seeing the company's gins largely capture the field from an old-fashioned type gin not of U. S. manufacture.

In the beginning, the old-fashioned gin had the market completely sewed up. The ginning machines were obsolescent, inefficient, dirty, and conducive to respiratory troubles on the part of the operatives; but the people of Syria were accustomed to these old machines and they said they would stick by them.

A ginning plant was installed in Syria as a pilot project equipped with the machines manufactured by the Dallas firm. An American engineer was on hand to supervise the installation and operation. He was cordial to the Syrians and respectful of them. Several of them began to understudy him in the operation of the ginning equipment.

The people came from all around to see the pilot ginning project. Then came the order for another plant, and another and another. As the efficient saw-type gins increased, the old-fashioned type declined. A Dallas manufacturer had brought off a victory in one of the most difficult areas of the globe by the intelligent pursuit of world trade.

The other example is provided by a

Dallas firm which manufactures burglar alarm and detection equipment. The selling job was done in Mexico. This neighbor of ours is long on labor and short on capital equipment. The habit in under-developed countries is to employ labor at every point where it can substitute for capital. In this case it would mean hiring watchmen instead of making a capital outlay for equipment.

The Dallas firm installed a pilot project. It was so convincing that order followed order and the business with Mexico is thriving. It is a case in which the pursuit of world trade consisted in showing the advantages of the U. S. manufactured equipment no matter how cheap labor may be.

The point of these two cases is the same: world trade must be pursued to be won and those firms which pursue with the greatest measure of excellence will win the rewards.

WORLD TRADE OPPORTUNITIES

(Editor's Note: Statements under this heading are based on information received by the Dallas Chamber of Commerce, but are not guaranteed by the Chamber or by DALLAS. Details may be obtained from the Foreign Department, Dallas Chamber of Commerce.)

EXPORT OPPORTUNITIES

PERSIAN GULF—Arabian Marketing, P.O. Box 429, Bahrain, Persian Gulf. Firm serving as commission agents for general merchandise desirous to contact producers of whole wheat, wheat flour, sugar, canned goods of fruits, vegetables, meats, and juices. AM/593.

ENGLAND—A Nabid Exporters Ltd., 240 High Holborn, London, W.C.1, England. Firm wishing contact with manufacturers and suppliers of all types of oil field equipment for oil fields and to include catalogues and prices. AHE/593

JAPAN—Sanshin Jitsugyo Co., Ltd., 2, 1-Chrome, Hongoku-Cho, Ninohbashi, Chuo-Ku, Tokyo, Japan. Largest importers of South Africa Mohair wishes to import Texas Mohair, particularly adult mohairs, and kid. SJC/593

World Trade News

IMPORT OPPORTUNITIES

GREAT BRITAIN — Cory Brothers & Co. Ltd., Cory's Buildings, Cardiff, Great Britain. Huge industrial firm and manufacturer of heavy equipment and rolling stock is also large distributor of coal and oil through their overseas connections. This firm seeking large projects including manufacture, distribution, financial loans, or the use and rental of their large fleet of modern cargo ships. CBC/592

JAPAN — Tozai Boeki Kaisha, Ltd., No. 13, 4 Chome, Shiba-Tamuracho, Minatoku, Tokyo, Japan. Exporter of Japanese ceramic tile wishes to export unglazed and glazed ceramic mosaic tiles in various colors and desiring contact with importers, jobbers, distributors. TKB/592

ITALY — Rino Sandrini, P.O. Box 992, Milano, Italy. Export organization for large group of Italian manufacturers of fancy goods and gift articles produced by hand desiring representation and contact with importers or wholesalers. RS/592

PHILIPPINES — Milson, Inc., 458 Isaac Peral, Manila, Philippines. Manufacturers as well as exporters handling line of various items such as reed matting, hats, baskets, shopping bags. Contact with distributor is desired. MI/592

JAPAN — Kyowa Trading Co., Ltd., P. O. Box 26, Kure, Japan. Exporters of various Japanese articles such as decorative home items including wooden blinds and screens, wall paper and porcelain wares desiring importers for these as well as other items. KTC/592

JAPAN — Kyowa Boeki Bussan Ltd., 866 Higashi-Ozone, Kami 1, Kitaku, Nagoya, Japan. Exporters of fine over and under shotguns for hunting, seeking reliable distribution agents, KBB/592.

HONG KONG — Gold Fountain Enterprises, 616 Main Yee Bldg., Hong Kong. Exporters of food, wines, and canned provisions; textiles and garments; electrical accessories; and hardware desiring customers. GFE/592

GREECE — Agrotex, P. O. 65, Iraklion, Crete, Greece. Packers and shippers of Cretan products such as raisins and dried fruits desiring contact with importers. A/592

GERMANY — Behringer & Co., Euerther StraBe 21, Nuernberg, Western Germany. Exporter of German toys and Christmas decorations seeking importers. BC/592

TRINITY INDUSTRIAL DISTRICT



*"Under the Skyline
of Dallas"*

The New Home
of
Jack F. McKinney
Sales Company

For information about the Trinity Industrial District consult your real estate broker or . . .

INDUSTRIAL PROPERTIES CORPORATION, 401 Davis Bldg., Dallas, RI 1-9424

Fabulous WESTERN HILLS INN

The Talk of Two Cities!

★ Only 17 minutes from downtown Dallas!

★ Sunday Buffet — 12 Noon to 8:30 P.M.

Adults . . . \$3.00. Children . . . \$1.75.

A treat for the whole family.

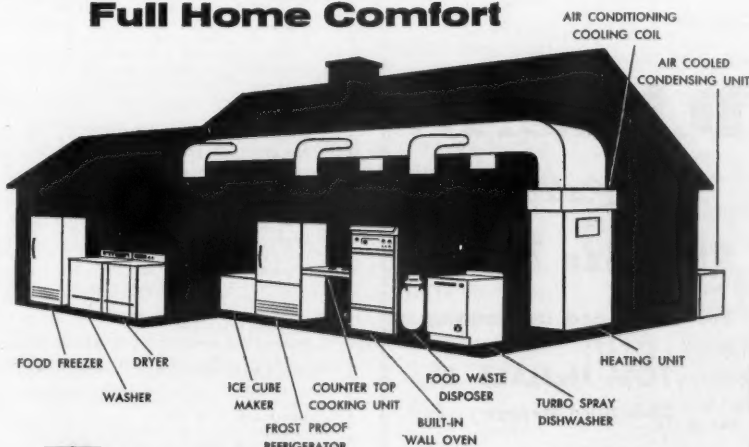


★ On Night Menu: 8 oz. Rib Eye Steak, Baked Potato, Bread, Butter, Salad, Drink . . . \$2.65. What a feast . . . at what a bargain!

Reservations: AN 4-1525 ★ Guests Phone: L.D. Butler 3-1531

**BETWEEN DALLAS AND FORT WORTH
HIGHWAY 183 AT EULESS, TEXAS**

FRIGIDAIRE Full Home Comfort



JH JOE HOPPE & CO. 4102 LIVE OAK • TA 1-9193
AIR CONDITIONING • REFRIGERATION • APPLIANCES

DALLAS' NEW WRAPPER

Another New Extra — For DALLAS' Readers and Advertisers.

Beginning with this issue — DALLAS will be mailed to you in a new wrapper that will safeguard its exterior and interior beauty.

No unsightly mailing wrapper will detract from either cover.

This is another step in keeping DALLAS tops in its field — and delivering it to your desk with its contents unspoiled by mailing damage.

★

DALLAS

Call

Riverside 7-8451

For Rates and Information

TOM McHALE
Advertising Manager

Published Since 1922

By the
Dallas Chamber of Commerce

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Dallas *Pioneers*



Established
1857 Sanger Bros.
in Texas
Opened Dallas Store in 1872

1869 The Schoellkopf
Company
Manufacturers and
Wholesale Distributors

1872 Huey & Philp
Company
Wholesale Hardware, Hotel and
Restaurant Supplies & Equipment

1875 Dallas Transfer &
Term. Whse. Co.
Warehousing, Transportation,
and Distribution

1876 Trezevant &
Cochran
Insurance Managers

1875 First National
Bank in Dallas
Banking

1879 Texlite, Inc.
Manufacturers of Porcelain Enamel
and Plastic Products for the
Sign and Building Industries

1889 J. W. Lindsley
& Company
Real Estate and Insurance

1890 William S.
Henson, Inc.
Advertising Printing

1893 Oriental Laundry
and Cleaners
Finer Laundering, Cleaning,
and Fur Storage

1897 Anderson
Furniture Co.
Dallas' Oldest Furniture Store



THE old plant of the Hesse Envelope Co., shown in the above illustration, provides a dramatic contrast of the old and the new in Dallas Printing and Graphic Arts Industry. Located for many years at the corner of Munger and Laws Street, this plant was first occupied by the firm about 1914. Hesse Envelope Co. began business in Dallas in 1906 in an upstairs location on lower Commerce Street. This seven employee operation was the first mechanical envelope plant in the entire South. They later moved to a Ross Avenue location before occupying the above plant. In 1947, Hesse Envelope Co. moved to its present plant at 3300 Commerce Street. Today, the firm occupies 60,000 square feet of floor space in its four-floor plant. Its payroll numbers 120 employees in contrast to 35 at the above plant location. Now in its fifty-third year of operation, Hesse Envelope Co. has one of the largest and most modern plants in the South for the volume production of all types of envelopes. In July of 1955, Sam Hubbard became president of the firm which continues to expand to keep up with the increasing printing business of the Dallas Southwest.

Business Confidence Built on Years of Service

Old firms, like old friends, have proved their worth by dependable service through years of prosperity and adversity. The business pioneers listed on this page have played an important part in building Dallas. They have met the challenge of economic change through decades of sustained operations. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

Established
1898 Praetorian Mutual
Life Ins. Co.
(Formerly The Praetorians)

1902 Cullum &
Boren
Red Fox Athletic Uniforms
Wholesale and Retail Sporting Goods

1902 Hunter-Hayes
Elevator Co.
Passenger, Freight and Home
Elevators

1903 Republic Insurance
Company
Writing Fire, Tornado, Allied Lines,
Inland Marine, and Automobile
Insurance

1903 First Texas Chemi-
cal Mfg. Company
Pharmaceutical Manufacturers

1904 Burton & Wilkin
Over 100 Kinds of Insurance Sold

1906 Hesse Envelope
Company
Manufacturers of Envelopes
and File Folders

1905 Rubenstein &
Sons, Inc.
Gulf Princess, Ready To Fry
Breaded Shrimp
Lady Rite Shelled Pecans

1910 Moser Co.
Realtors
Industrial and Commercial
Leases and Sales

1911 Graham-Brown
Shoe Company
Manufacturing
Wholesalers

1914 Texas Employers
Insurance Ass'n.
Workmen's Compensation
Insurance

World's No. 1 Dictating Machine



Dictaphone
CORPORATION

4030 H. Hines Dallas 19 Lakeside 4-6626
FRED L. HAYNES, District Manager

Hudson & Hudson

Industrial and Business Properties
Sales, Leases and Management
1225 Mercantile Bank Building

PHONE RI 1-9349 — DALLAS

Alex D. Hudson, Jr.

James S. Hudson

"69 Years in Dallas"

J. W. LINDSLEY & CO.

Realtors — Insurers

Specializing in

- Property Management
- Business Property — Sales & Leases

2108 Main St. • Phone RI 2-4366



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PRINTING

Into the Hands of Experts

- FOLDERS
- BOOKLETS
- CATALOGS
- BROCHURES
- STATIONERY
- HOUSE ORGANS

COMMERCIAL JOB PRINTING

dial Taylor 7-9933

3204 GASTON

USSERY PRINTING CO.

CECIL USSERY

T. Z. Dickey — Representative

BOOKS FOR BUSINESSMEN

In *Company and Community*, Wayne Hodges offers companies principles and techniques to assist in handling their community problems. Hodges, a professor of Industrial and Labor Relations at Cornell, develops his information in a series of detailed case studies of company-community relationships in Syracuse, New York. Industrial community relations covers a number of subjects — city zoning, labor relations, education, politics, sociology, fundraising, air and water pollution, agency administration — and the book offers a basic background in all of these. Aimed mainly at the executive, the work will also be useful to civic groups.



Is the Fashion Business Your Business? by Eleanor L. Fried, will have appeal for those connected with the retailing and manufacture of fashion apparel and for those interested in a career in this area. Trends and structure of the industry are spelled out, as are job-hunting considerations and salary expectancy. The path of a fashion garment is followed from the textile mill through design production and promotion to the retailer's counter. The part played by publishing is emphasized. Written well, Mrs. Fried's book is a useful information source and career guide.

Jack Stark is Director of Public Relations for the J. C. Nichols Company, "one of the largest developers of land for homes and shopping centers in the world." His new book, *Successful Publicity and Public Relations in Real Estate*, is loaded with practical tips and ideas for the enterprising realty man. Mr. Stark offers his suggestions and advice in a straight-from-the-shoulder manner, and wastes no time getting his message across. Necessary reading for men in the business.

Six years of research and the time of many people have gone into Mervin H. Waterman's *Investment Banking Functions*. Waterman is one of the professors subsidized to study Wall Street under the Joint Committee on Education representing the American Securities Business. The book carefully traces the evolution, growth, and activities of investment banking, and describes how it is involved with business finance. Great attention is given to developments of the last decade.

Howard K. Smith and five other CBS correspondents are authors of *The Public War*, a study of Russia's economic penetration versus U. S. foreign aid. Each of the correspondents writes on an area of the world in which Russia and the U.S. are engaged in economic warfare, and Mr. Smith writes the summary. Russia's quickly growing productive power and foreign aid are discussed. The conclusions are sobering. A small book, but meaty.

The January-February issue of the *Harvard Business Review* is outstanding. Particularly good is the editorial outlining of expected problems in 1959, and the article on "The Managerial Mind," by Charles E. Summer, Jr. The *Harvard Business Review* has as its subtitle, *The Magazine for Thoughtful Businessmen*, and if you are one of 'em, you better take a look.

Nutrition for You, by Dr. Robert S. Goodhart, is somber, but it answers all the food-health questions normally put forward by the laity. The volume abounds with calorie and weight charts to assist the little woman in keeping you trim and vigorous.

Books for Business Men

A triumvirate of authors headed by V. K. Zworykin is responsible for *Television in Science and Industry*. The book relates the research, military, industrial, and educational uses of closed-circuit television. Plenty of technical information on equipment is included.

*

John Newton Baker begins *Your Public Relations Are Showing* by stating that everyone is a PR man whether he knows it or not. Baker tells you how to be a good one and doesn't bore you to death doing it. The work offers many examples and techniques, and has occasional light touches. Governor-of-Florida Leroy Collins, who writes the introduction, notes with favor the book's basic dedication to the principles of honesty and sincerity. The Governor obviously likes the book. So does your reviewer. A word to the wise is superfluous.

*

Because heart disease is one of the nation's biggest killers, it is a subject of eminent interest. *9 Days to a Better Heart*, authored by John X. Loughran, is a guide to physical fitness favoring the heart. Characterized by a non-medical style, the work attempts to separate fact from fallacy and stresses posture, diet and relaxation. The book appears sound, although some of the diets and routines set down by Loughran have a faddist tendency.

*

U. S. Investment and speculation in foreign enterprise continues on a sharp increase. *The World's Nations*, by George F. Deasy and several other authorities, gives an accurate and fairly-detailed account of the economic structure and activities of each country on the globe. There are more than a thousand product maps and photos accompanying the tightly-written text. This volume was designed for college use, but smart businessmen will make use of it as a basic reference source.

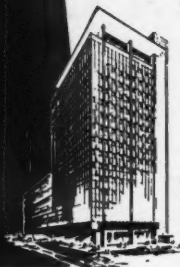
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The Handbook of Personnel Management and Labor Relations is a member of the distinguished McGraw-Hill Handbooks series, and will probably become a standard. Running over a 1000 pages of fine print, the book capsules just about everything in the subject areas. There is a storehouse of reference leading outward to other material. Dale Yoder and three other big-timers do the writing.

by Wyman Jones
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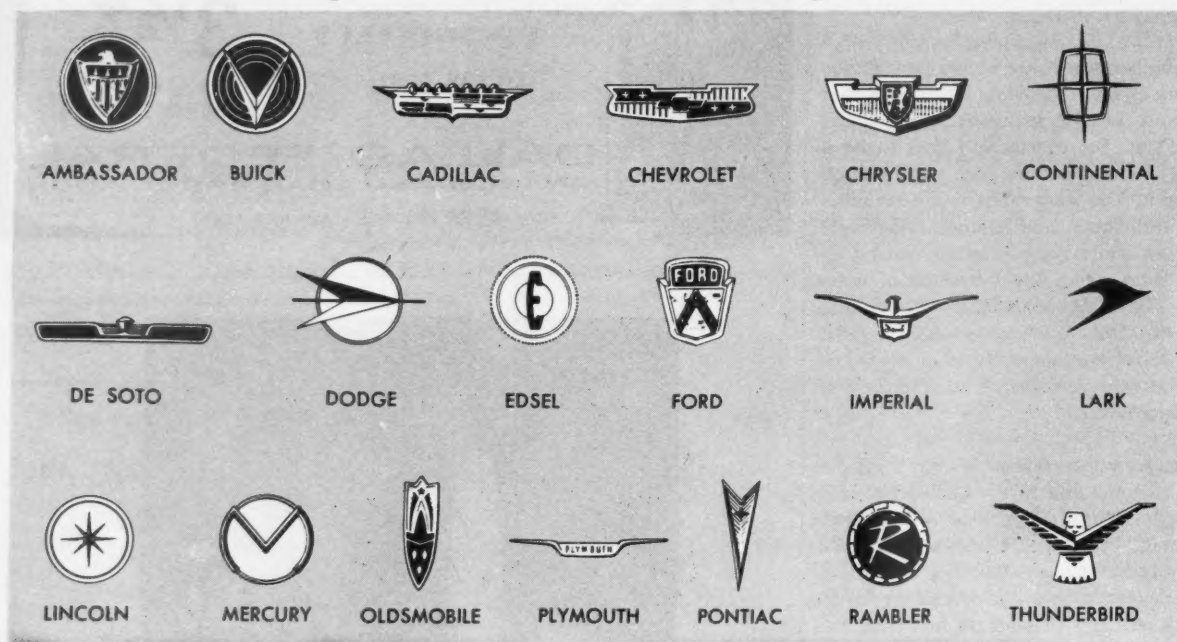
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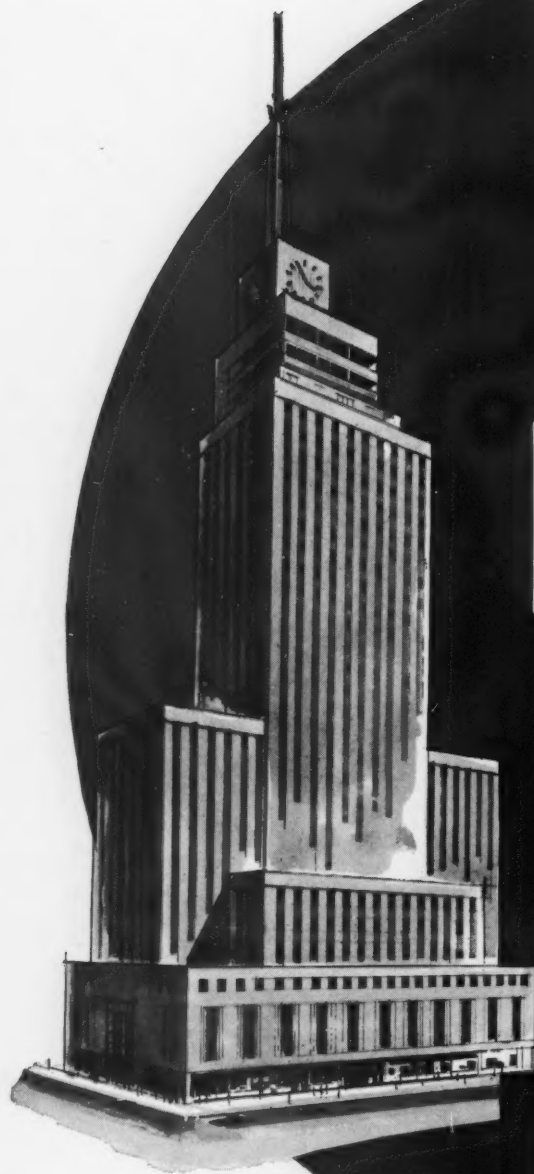
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